



**CENTRE FOR DISTANCE AND ONLINE EDUCATION
UNIVERSITY OF JAMMU
JAMMU**

**INTERNAL ASSESSMENT ASSIGNMENT (IAA) BOOKLET
PGDBM
SEMESTER-II
SESSION 2024-25**

Instructions

1. Attempt all questions (Assignment)
- a) The length of the answers should in 1000 words.
2. Use A4 size practical sheet for writing assignments. Write the questions on the lined page of the practical sheet. Leave the page when the question is over and start the next question from a fresh page.
3. Printed articles/photocopies should not be submitted as your answers. Use separate assignment file for each course and tag them properly. Ensure that you place assignment in correct file. Your assignment will not be evaluated if you interchange assignments and files.
4. Revaluation of assignments is not allowed.
5. Put your signature on each page of assignment. It is mandatory
6. Use Blue Pen Only (Ball/Ink).
7. IAA in different handwriting will be awarded zero marks.
8. Typed answers will be awarded zero marks.

Write the following particulars on the front side of each file cover

1. Name
2. Examination Number
3. Enrollment Number
3. Course Name
4. Course Number
5. Semester
6. Session
7. Personal Contact Number
8. Email Id

Note: Timely submission of Internal Assessment Assignments is an essential component which shall enable you to earn eligibility to sit in the examination. Students have to submit the Internal Assessment Assignments from 24/06/2025 to 27/06/2025 from 11 a.m. to 4 p.m. in PGDBM Section of Centre for Distance and Online Education. IAAs shall not be accepted after the last date of submission.

PGDBM Semester-II

Human Resource Management (Paper-1)

Maximum Marks: 20

IAA I. Define job evaluation. Explain its objectives and methods of job evaluation. (10 Marks)

IAA II. Explain the causes of industrial disputes and discuss the various methods available for their settlement under the Industrial Disputes Act, 1947. (10 Marks)

Marketing Management (Paper-2)

Maximum Marks: 20

IAA I. Explain the various types of marketing research and describe the step-by-step process involved in conducting effective marketing research. (10 Marks)

IAA II. Discuss the stages of the Product Life Cycle (PLC) and explain the marketing strategies suitable for each stage. (10 Marks)

Financial Management (Paper-3)

Maximum Marks: 20

IAA I: Define working capital. Discuss the factors influencing working capital requirements and describe the different approaches to financing working capital. (10 Marks)

IAA II: Explain the key determinants of dividend policy. Discuss the various dividend policy options available to a company. (10 Marks)

Quantitative Methods (Paper-4)

Maximum Marks: 20

IAA I. Describe the various types of sampling techniques used in research. Differentiate between probability and non-probability sampling with suitable examples. (10 Marks)

IAA II. Define statistics and explain its role in business. Discuss the application of statistics in managerial decision-making with relevant examples. (10 Marks)

