



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – DIM	COURSE CODE	BATCH
MANAGEMENT FUNCTIONS AND BEHAVIOUR	MSP - 10	AY 2008-09

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Management is a combination of both science as well as art. Comment on it.
2. Why is planning regarded as a pervasive function of managers? Explain.
3. Why do the groups establish norms for their member's behaviour?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Define controlling and explain various elements involved in controlling process.
5. Explain various modern techniques of a decision making for programmed decisions.



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COURSE – DIM	COURSE CODE	BATCH
MANAGERIAL ECONOMICS	MSP - 11	AY 2008-09

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What is Cobb-Douglas function?
2. List out the features of monopolistic competition.
3. What do you mean by profit planning?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Briefly explain the various demand forecasting methods.
5. Elaborate on the factors that affect balance of payments.



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SPOT ASSIGNMENT

COURSE – DIM	COURSE CODE	BATCH
MANAGEMENT INFORMATION SYSTEMS	MSP - 14	AY 2008-09

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What is MIS?
2. What is DSS?
3. Why do you think security is necessary for information systems?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain DSS with the support of flow chart.
5. Write a note on system analysis and system design.



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COURSE – DIM	COURSE CODE	BATCH
MARKETING MANAGEMENT	MSP - 15	AY 2008-09

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. “Marketing orientation goes beyond selling” – Explain.
2. How to position a brand? Illustrate.
3. What are the distribution alternatives available to a firm?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss the factors that have led to the increasing use of marketing research in India.
5. What are the objectives of consumer promotions and trade promotions? How to measure the effectiveness of sales promotion?



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COURSE – DIM	COURSE CODE	BATCH
FINANCIAL MANAGEMENT	MSP - 16	AY 2008-09

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Explain the concept of operating leverage.
2. What do you mean by optimum capital structure?
3. What is lock box system? How does it help to reduce the cash balances?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. The major objective of inventory management is to “minimize cash outlays for inventories”. Explain how this is sought to be achieved.
5. A company is evaluating two mutually exclusive projects. Project X will cost Rs. 10,000 now and will generate cash flows of Rs. 5,000 each year over its life of four years. Project Y will cost Rs. 2,500 and will generate cash flows of Rs. 3,000 each year over its life of three years which project would you select assuming cost of capital of 10 percent.



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COURSE – DIM	COURSE CODE	BATCH
HUMAN RESOURCE MANAGEMENT	MSP - 17	AY 2008-09

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Explain the concept recruitment, how it differs from selection.
2. What are the important methods of job analysis?
3. Explain the steps in selection process.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss the merits and demerits of critical incident technique and graphic rating scales.
5. Elaborate the major steps in the development of the training programme.