



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

| COURSE – DIM | COURSE CODE | BATCH |
|------------------------------------|-------------|---------|
| MANAGEMENT FUNCTIONS AND BEHAVIOUR | MSP - 10 | CY 2008 |

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Why are policies important for an organization.
2. Bring out the key features of Achievement Motivation.
3. List the attributes of personality

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain the principle barriers to communication and suggest measures to make communication effective.
5. Explain Maslow's Need-Hierarchy theory. Compare it with the "Two factor theory"?



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

| COURSE – DIM | COURSE CODE | BATCH |
|----------------------|-------------|---------|
| MANAGERIAL ECONOMICS | MSP - 11 | CY 2008 |

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Give the properties of isoquants.
2. What is meant by trade cycle?
3. What is price leadership?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. What are the different classifications of market structure? Discuss their characteristics.
5. Explain the concept of break-even point and bring out its significance in managerial decisions.



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

| COURSE – DIM | COURSE CODE | BATCH |
|-------------------------------|-------------|---------|
| MANAGEMENT INFORMATION SYSTEM | MSP - 14 | CY 2008 |

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 system? Give examples.
2. Explain the concept of database management system.
3. Explain the decision support system.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain the role of MIS in decision making.
5. Enumerate the information system for financial planning and control.



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

| COURSE – DIM | COURSE CODE | BATCH |
|----------------------|-------------|---------|
| MARKETING MANAGEMENT | MSP - 15 | CY 2008 |

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What are the major tasks of marketing management?
2. What is branding? How important is branding of products?
3. Explain the concept of vertical marketing system.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Identify some typical marketing mix strategies used during each stages of the product life cycle.
5. What is relationship marketing? What goals might a hotel have for its relationship marketing programme?



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

| COURSE – DIM | COURSE CODE | BATCH |
|----------------------|-------------|---------|
| FINANCIAL MANAGEMENT | MSP - 16 | CY 2008 |

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What are 'Preference shares? How do they differ from equity shares?
2. Explain the significance of favourable and unfavourable financial leverages?
3. What is the basic controversy regarding cost of capital?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Define leverage. Explain its types.
5. From the following data, state which project is better?

Cash Flows

| Year | Project - X | Project – Y |
|------|-------------|-------------|
| 0 | -10,000 | -10,000 |
| 1 | 4,000 | 5,000 |
| 2 | 4,000 | 6,000 |
| 3 | 2,000 | 3,000 |

Riskless discount rate is 5%. Project X is less risky, compared to project Y. The Management considers risk premium rates at 5% for project X and 10% for project Y for discounting the cash inflows.



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA I YEAR

COURSE CODE

BATCH

**HUMAN RESOURCE
MANAGEMENT**

MSP - 17

CY 2008

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 contents to Job specification.
2. Explain the need for training in organizations.
3. Explain the functions of Trade Unions relating to members and organisations.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain the various on-the-job and off-the-job Development methods.
5. What are the objectives of workers participation in management? Describe the factors influencing workers participation in management.