

ALAGAPPA UNIVERSTIY STUDY CENTRE TUTICORIN

3rd SEM ASSIGNMENT QUESTION

INTERNAL MARK: 25 / PER SUBJECT

MBA HUMAN RESOURCE MANAGEMENT (HRM)

31731 - MARKETING MANAGEMENT

1. List out the functions of a middleman
2. What is advertisement budget? State the uses of it.
3. Explain 7P's in service marketing mix ?
4. Explain the process of consumer buying behaviour.
5. Explain the role of online sales promotional activities in sales ?

31732 - FINANCIAL MANAGEMENT

1. What are advantages of Average Rate of Return method?
2. Explain the objective of financial management ?
3. What are the objectives of cash management?
4. Explain the concept of working capital ?
5. Discuss the significance of working capital in a firm ?

31733A1 - INDUSTRIAL RELATIONS MANAGEMENT

1. Write a note on recognition of trade unions ?
2. Bring out the merits and demerits of grievance procedure ?
3. What are the causes for disputes?
4. Briefly explain ergonomics ?
5. Explain the steps involve in the process of collective bargaining ?

31734A2 - LABOUR LEGISLATIONS – I

1. What are the rules as to payment and recovery of contributions by an employer?
2. Define the terms 'strike' and 'lockout' as used in the industrial disputes act, 1947 ?
3. What are the different types of benefits provided by the employees' state insurance act, 1948?
4. State the rules regarding the notice of an accident and its proper manner ?
5. Describe the procedure of appointment of inspectors under the Factories Act, 1948 ?

31735A3 - TRAINING AND DEVELOPMENT

1. Distinguish between training, education and development ?
2. Explain the importance of executive development programme ?
3. What are the merits of executive development programme?
4. Write a note on government policy on training ?
5. Explain the importance of evaluation of training ?