

Seat No. : _____

JH-104

January-2025

Post Graduate Diploma Management, Sem.-I

Paper-1 : General Management and Business Communication

Time : 2:30 Hours]

[Max. Marks : 70

1. What is Marketing mix ? Describe all the Ps - its components. **14**
2. Describe (with examples) Skill, Knowledge, Ability and Talent. Why does the importance of each category of skill change at different management levels ? **14**
3. Attempt any **two**. (7 Marks for each question) **14**
 - (1) Write a note on subfields of Accounting.
 - (2) Write a note on Functions of Finance Manager.
 - (3) What is Economics ? Write a note on factors of Production.
4. Sales at The Style Shop, a clothing store for men, have declined for the third month in a row. Your boss is not sure whether this decline is due to a weak economy or to another unknown reason. He has asked you to investigate the situation and to submit a report to him highlighting some possible reasons for the decline. Prepare a Report on same. **14**

OR

With the rise of digital communication tools, how has the role of communication in business changed ? Discuss the challenges and opportunities, managers face in maintaining effective communication across diverse platforms. **14**

5. Read the following text and answer the questions appearing in the end.

14

Autospare is a reputed supplier of auto parts to industries of various sizes and scales. Even in the time of slack in the Automobile industry, Autospare gets a continuous flow of orders from its customers, most of whom are returning customers. In recent days the western region of Autospare is facing a problem.

The marketing team in the region frequently reports raises quality issues. They have reported these issues but there has been no change. The marketing executives have been receiving customer complaints. Some of the customers have started to develop other vendors, but vendor development will take time.

During this time, the CEO of Autospare visited the customers of the western region. Most of the customers highlighted the quality as the main issue. And they also stated that Autospare fails to supply the products as per schedule most of the time.

As soon as the CEO returned to head office he sent a mail to all the marketing executives in the western region claiming that:-

- The executives failed to maintain their rapport with the customers.
- The sales in the western region are not up to the mark.
- No one has checked whether the schedule is met or not.
- All the employees in the marketing department of the Western region including the territory head, along with GM and VP must give a detailed explanation about the issue.

He also instructed HR Head to investigate the issue and submit the report and also suggest a reporting model that will avoid such an issue later.

1. If you were the VP HRM, how will you proceed with investigation ? What tentative reasons you may identify for issues, specifically,
 - (a) Why are the executives not maintaining the rapport ?
 - (b) Why are the sales in Western Region suffering ?
 - (c) Why is delivery schedule not being checked ?
2. From the HRM point of view, what corrective actions can you think of, for the sales staff, since production and quality are not directly in their control ?