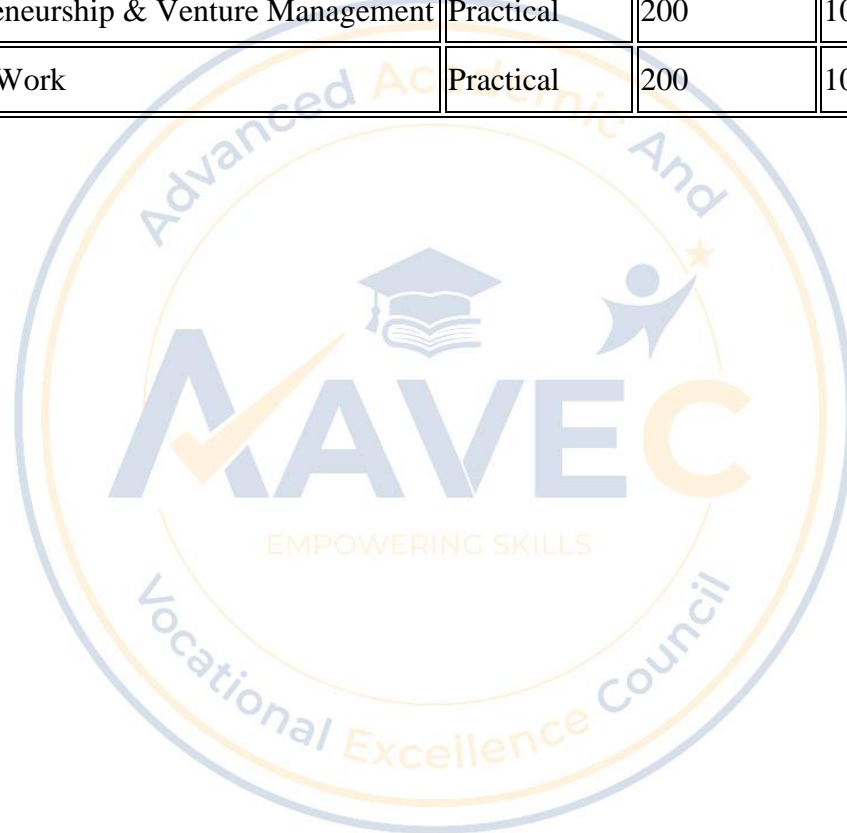


Diploma In Business Management

| Sr.no | Name of paper | Subject Type | Total Marks | Minimum Marks |
|-------|---------------------------------------|--------------|-------------|---------------|
| 1 | General English | Theory | 100 | 40 |
| 2 | Business Communication – I | Theory | 100 | 40 |
| 3 | Business Economics | Theory | 100 | 40 |
| 4 | Business Law | Theory | 100 | 40 |
| 5 | Business Communication – II | Theory | 100 | 40 |
| 6 | Entrepreneurship & Venture Management | Practical | 200 | 100 |
| 7 | Project Work | Practical | 200 | 100 |



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SECTION – A

GENERAL ENGLISH

1. English Learning process
2. Techniques of learning process
3. Scope of English
4. Uses of learning English in our daily routine
5. Uses of gen English in hotel management as a carrier

BUSINESS COMMUNICATION – I

1. What is meant by business communication?
2. What are the 4 types of business communication?
3. What is the 7 C's of business communication?
4. Why do you need business communication?

SECTION – B

BUSINESS ECONOMICS

1. What are business economics & its scope?
2. What is the importance of business economics?
3. What is business economics called now?
4. What are the 4 types of business economics?

BUSINESS LAW

1. What is business law? Definition & overview
2. Examples of business law
3. Types of business law
4. Why do we study in business law?

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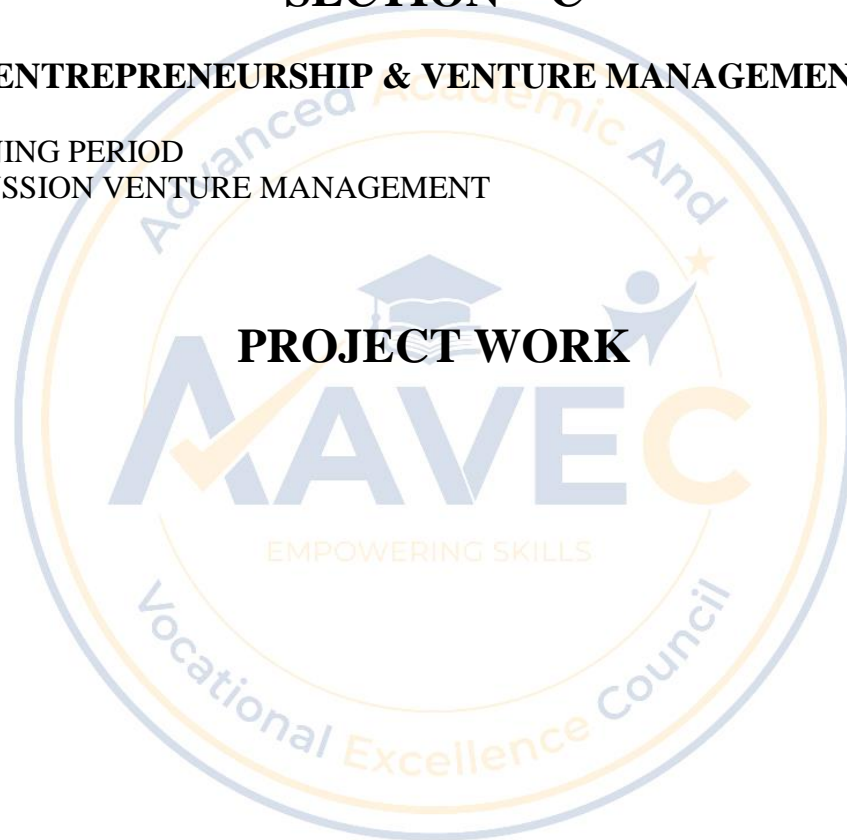
BUSINESS COMMUNICATION – II

1. What are the purposes of business communication?
2. What is the difference between Macro-culture & Micro-culture?
3. What is marketing communication?
4. What are the characteristics of business communication?
5. What are the responsibilities of a business communications specialist?

SECTION – C

ENTREPRENEURSHIP & VENTURE MANAGEMENT

1. TRAINING PERIOD
2. DISCUSSION VENTURE MANAGEMENT



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ASSIGNMENTS

Total Marks – 100

Q.1 MCQ's

(M.M.–20)

1. Goal or target to be achieved is known as:
a) Schedule b) Budget c) Procedures d) Objective
2. Penalty is levied for violation of:
a) Procedures b) Rules c) Policy d) Methods
3. Construction of fly over is an example of:
a) Rules b) Programme c) Project d) Methods
4. Complete installation of computer within 3 months is an example of:
a) Rules b) Programme c) Project d) Schedule
5. No smoking the factor is an example of:
a) Rules b) Programme c) Project d) Schedule
6. Increase sales by 10% is an example of:
a) Objective b) Schedules c) Procedures d) Budgets
7. Employees will be promoted on the basis of seniority is an example of:
a) Rules b) Procedure c) Policy d) Method
8. The term span of management is also known as:
a) Span of business b) Span of control
c) Span of activity d) Span of planning
9. The theory focused on a person and trait rather than his trait or behavior is:
a) Trait theory b) Behavioral theory
c) Followers theory d) System theory
10. The last function of management is
a) Planning b) Organizing c) Controlling d) Staffing

Q.2 Fill in the blanks

(M.M-20)

1. When authority is delegated as per the organization structure, it is called.....
2. Delegation made by written orders and instructions is known as.....
3. Departmentation on the basis of activities grouped according to the type of customer is.....
4. Departmentation is a part of the
5. Departmentation on the basis of production process is called.....
6. Installation of computer is an example of.....
7. The person who receives the message is called.....

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8. Decision making helps in the smooth function of the.....
9. The transmission of thoughts from person to another is.....
10. The control takes place before the actual activity is known as.....

Q.3 Short answer type Questions:

(M.M-20)

1. What is meant by business communication?
2. What is the need & objectives of business communication?
3. What are the advantages & disadvantages of business communication?
4. What are the methods & modes of business communication?
5. What are the barriers of business communication?

Q.4 Long answer type questions

(M.M-20)

1. Explain the types of business communication?
2. What is business ethics?
3. Explain the features of business communication?
4. Explain business law?

Q.5 VIVA

(M.M-20)

