#### **Annual Exam-2023**

# Post Graduate Diploma in Financial Management (PGDFM) Paper-I (Financial Decision Making)

Time: 3.00 Hrs. Full Marks: 80

Answer any Five Questions. All questions carry euqal marks.

- 1. Discuss the nature and scope of financial decisions.
- 2. Define short term financing. What are the types of short term financing?
- 3. Define Capital structure. Discuss its components.
- 4. What are finance functions? Explain.
- 5. Define inflation. Discuss its impact on financial market returns.
- 6. Explain in brief the micro and macro-economic factors affecting financial decisions.
- 7. Define Share. Discuss the merits and demerits of equity and preference share.
- 8. Discuss the different types of dividend.
- 9. Define bond. Discuss its different types.
- 10. Describe in brief the process of investment decision.

• • •

#### **EXAMINATION PROGRAMME-2023**

Post Graduate Diploma in Financial Management (PGDFM),
Post Graduate Diploma in Marketing Management (PGDMM),
Post Graduate Diploma in Hindi English Translation (PGDHET)
& Post Graduate Diploma in Human Resource Management (PGDHRM)

Date	Papers	Time	Examination Centre
21.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
21.03.2023	PGDHET, Paper–I	10.30 AM to 1.30 FM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
23.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
23.03.2023	PGDHET, Paper–II	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
25.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
23.03.2023	PGDHET, Paper–III	10.30 AM to 1.30 FM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
27.03.2023	PGDFM, PGDMM, PGDHRM &	10 20 AM to 1 20 DM	Nalanda Open University,
27.03.2023	PGDHET, Paper–IV	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
28.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
20.03.2023	PGDHET, Paper–V	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna	
31.03.2023	PGDFM, PGDMM, PGDHRM,	10 20 AM to 1 20 DM	Nalanda Open University,
31.03.2023	Paper–VI	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna

#### **Annual Exam-2023**

# Post Graduate Diploma in Financial Management (PGDFM) Paper-II (Working Capital Management)

Time: 3.00 Hrs. Full Marks: 80

Answer any **Five** Questions. All questions carry equal marks. किन्हीं पाँच प्रश्नों के उत्तर दीजिए । सभी प्रश्नों के अंक समान हैं ।

- 1. Define working Capital. Discuss its importance.
- 2. What is working Capital financing? Discuss its different modes.
- 3. What is Working Capital Policy? Discuss its types.
- 4. What is a Commercial paper? Discuss its advantages and disadvantages.
- 5. Discuss long term sources of working capital.
- 6. Define factoring. Discuss its advantages and disadvantages.
- 7. What is the role and need of liquidity in business? Discuss and explain the functions of cash management.
- 8. Discuss in brief the different areas of working capital management.
- 9. What is the meaning and concept of receivable management? Discuss its objectives.
- 10. Discuss the merits and demerits of 'too liberal' and 'too-strict' credit sales policy.

#### **EXAMINATION PROGRAMME-2023**

Post Graduate Diploma in Financial Management (PGDFM),
Post Graduate Diploma in Marketing Management (PGDMM),
Post Graduate Diploma in Hindi English Translation (PGDHET)
& Post Graduate Diploma in Human Resource Management (PGDHRM)

Date	Papers	Time	Examination Centre
21.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
21.03.2023	PGDHET, Paper–I	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
23.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
23.03.2023	PGDHET, Paper–II	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
25.03.2023	PGDFM, PGDMM, PGDHRM &	8M & 10 30 AM to 1 30 DM	Nalanda Open University,
25.03.2023	PGDHET, Paper–III	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
27.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
27.03.2023	PGDHET, Paper–IV	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
28.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
28.03.2023	PGDHET, Paper–V	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
31.03.2023	PGDFM, PGDMM, PGDHRM,	10 20 AM to 1 20 DM	Nalanda Open University,
31.03.2023	Paper–VI	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna

#### Annual Exam-2023

# Post Graduate Diploma in Financial Management (PGDFM) Paper-III (Management Control System)

Time: 3.00 Hrs. Full Marks: 80

Answer any **Five** Questions. All questions carry euqal marks.

- 1. Define Management Control System. What are its importance.
- 2. Explain in detail various approaches to Management Control System.
- 3. What is transfer pricing? What are its advantages and disadvantages.
- 4. What are the uses of budget? Explain the budget preparation process.
- 5. Discuss break even analysis in detail.
- 6. Explain different types of responsibility centres.
- 7. What are the features of Control process? Explain various steps of management control process.
- 8. What are the benefits and limitations of strategic planning.
- 9. Explain various steps involved in the audit process.
- 10. Describe various methods of project planning and scheduling.

#### Annual Exam-2023

# Post Graduate Diploma in Financial Management (PGDFM) Paper-IV (Security Analysis and Portfolio Management)

Time: 3.00 Hrs. Full Marks: 80

Answer any Five Questions. All questions carry equal marks.

- 1. What do you mean by portfolio revision? Discuss its need.
- 2. What do you under stand by Capital Market Theory? Differentiate between Money Market and Capital Markets.
- 3. Discuss the arbitrage pricing theory.
- 4. Throw light on asset and demand supply.
- 5. Define Preference share. What are the different types of Preference share?
- 6. What is investment? How it differ from speculation?
- 7. Define Secondary market and throw light on its relationship with primary market.
- 8. What do you mean by technical analysis? Explain its characteristics.
- 9. What is fundamental analysis? What is its use?
- 10. Write notes on any *Two* of the following:-
  - (a) Equity Shares
  - (b) Debenture
  - (c) Government Securities

#### Annual Exam-2023

# Post Graduate Diploma in Financial Management (PGDFM) Paper-V (International Financial Management)

Time: 3.00 Hrs. Full Marks: 80

Answer any Five Questions. All questions carry equal marks.

- 1. Distinguish between International Financial Management and Domestic Financial management.
- 2. Discuss the different aspects of Cash Management.
- 3. Write an essay on currency options in India.
- 4. Define risk. How risk is associated with Cost of Capital?
- 5. What is inventory management? Discuss its objects.
- 6. Distinguish between a forward contract and a future contract.
- 7. Define tax. Discuss its types.
- 8. Write a note on speculation with options.
- 9. Discuss the nature and scope of International Financial Management.
- 10. Write notes on any *Two* of the following :-
  - (a) Equity Swap
  - (b) FDI
  - (c) Exchange rate

#### **Annual Exam-2023**

# Post Graduate Diploma in Financial Management (PGDFM) Paper-VI (Management of Financial Services)

Time: 3.00 Hrs. Full Marks: 80

Answer any **Five** Questions. All questions carry equal marks.

- 1. Define Money Market? Discuss its structure.
- 2. What is future? Distinguish between future contract and future trading.
- 3. Define financial market Discuss it types.
- 4. What is mutual fund? Discuss types of mutual fund.
- 5. What is Capital market? Discuss the functions of Capital market.
- 6. What is stock Exchange? Discuss the organization and functions of stock exchange.
- 7. Discuss the advantages and disadvantages of lease financing.
- 8. Describe in brief the financial services of financial institutions.
- 9. What is Credit rating? Discuss the need of Credit rating.
- 10. Write notes on any **two** of the following:-
  - (a) Financial information
  - (b) Foreign Direct Investment
  - (c) Monetary Fund

#### **Annual Examination - 2023**

## Post Graduate Diploma in Hindi English Translation (PGDHET)

Paper-I (अनुवाद : प्रकृति और परम्परा)

Time: 3.00 Hrs. Full Marks: 80

Answer any **Five** Questions. All questions carry equal marks. किन्हीं **पाँच** प्रश्नों के उत्तर लिखिए । सभी प्रश्नों के अंक समान हैं ।

- 1. अनुवाद की विभिन्न परिभाषाओं की विवेचना कीजिए ।
- 2. अनुवाद की उपयोगिता पर प्रकाश डालिए ।
- 3. कुशल अनुवादक के गुणों पर प्रकाश डालिए ।
- 4. वैश्विक बाजार में अनुवाद की भूमिका का उल्लेख कीजिए ।
- 5. अनुवाद और अनुवादकों के भविष्य को संपोषित करने के उपाय पर प्रकाश डालिए ।
- 6. अनुवाद में त्रुटियों की विवेचना कीजिए ।
- 7. अनुवाद के भारतीय इतिहास के स्वरूप पर प्रकाश डालिए ।
- 8. भारतीय वाड्मय के अनेक विध अनुवादों ने विश्व को किस प्रकार प्रभावित किया है, सुस्पष्ट कीजिए ।
- 9. अनुवाद और भाषा विज्ञान के पारस्परिक संबंधों पर प्रकाश डालिए ।
- 10. निम्नलिखित अवतरण का अंग्रेजी भाषा में अनुवाद कीजिए :--
  - (क) कुछ नाटक ऐसे होते हैं जिनमें मनोविज्ञान के सिद्धान्तों का विशेष ध्यान रखकर चरित्र चित्रण किया गया है । ऐसे नाटकों में कथोपकथन का महत्त्व और भी बढ़ जाता है क्योंकि कथा वस्तु का विकास उसी पर अवलम्बित रहती है ।
  - (ख) निम्नलिखित अवतरण का हिन्दी भाषा में अनुवाद कीजिए :--

A nations literature is not a miscellaneous collection of books which happened to have been written in the same tongue or within a certain geographical area. It is the progressive relation age by age of such nations and character.

# **EXAMINATION PROGRAMME-2023 Post Graduate Diploma in Hindi English Translation (PGDHET)**

Date	Papers	Time	<b>Examination Centre</b>
21.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
21.05.2025	PGDHET, Paper–I	10.50 / 11 to 1.50 / 11	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
23.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
23.03.2023	PGDHET, Paper–II	10.50 AM to 1.50 FM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
25.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
23.03.2023	PGDHET, Paper–III		2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
27.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
27.03.2023	PGDHET, Paper–IV		2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
28.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
20.03.2023	PGDHET, Paper–V	10.50 AM to 1.50 FM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
21 02 2022	PGDFM, PGDMM, PGDHRM,	10.30 AM to 1.30 PM	Nalanda Open University,
31.03.2023	Paper–VI		2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna

#### **Annual Examination - 2023**

#### Post Graduate Diploma in Hindi English Translation (PGDHET)

Paper-II (अनुवाद के सिद्वांत)

Time: 3.00 Hrs. Full Marks: 80

किन्हीं **पाँच** प्रश्नों के उत्तर लिखिए । सभी प्रश्नों के अंक समान हैं ।

- 1. समत्ल्यता क्या है? इसके सिद्धान्त की विवेचना कीजिए ।
- 2. अनुवाद प्रक्रिया के विभिन्न चरणों की व्याख्या कीजिए ।
- 3. अनुवाद की सहायक सामग्री का विवरण प्रस्तुत कीजिए ।
- 4. साहित्य आधारित अनुवाद के विभिन्न प्रकारों पर प्रकाश डालिए ।
- 5. प्रतीक सिद्धान्त क्या है? इसकी उपयोगिता का उल्लेख कीजिए ।
- 6. यंत्रानुवाद की विशेषता पर प्रकाश डालिए ।
- 7. मुहावरों और लोकोक्यों के अनुवाद की समस्याओं पर प्रकाश डालिए ।
- 8. भावनुवाद क्या है? इसकी उपयोगिता को सुस्पष्ट कीजिए ।
- 9. निम्नलिखित पर टिप्पणी लिखिए :--
  - (क) हिन्दी अनुवाद का भविष्य।
  - (ख) अनुवाद में व्याकरण संबंधी समस्याएँ।
- 10. निम्नलिखित अंग्रेजी अवरण का हिन्दी में अनुवाद कीजिए—

It is that no generation is interested in Art in quite the same way as any other, each generation like each individual, brings to the certain plebian of art, its own categories of appreciate and, makes its own demands upon art and his own use of arts.



# EXAMINATION PROGRAMME-2023 Post Graduate Diploma in Hindi English Translation (PGDHET)

Date	Papers	Time	Examination Centre
21.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
21.03.2023	PGDHET, Paper–I	10.50 AM to 1.50 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
23.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
23.03.2023	PGDHET, Paper–II	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
25.03.2023	25.03.2023 PGDFM, PGDMM, PGDHRM & 10.30 AM to 1.30 PM	Nalanda Open University,	
23.03.2023	PGDHET, Paper–III	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
27.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
27.03.2023	PGDHET, Paper–IV		2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
28.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
20.03.2023	PGDHET, Paper–V	10.50 AM to 1.50 FM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
31.03.2023	PGDFM, PGDMM, PGDHRM, Paper-	10.30 AM to 1.30 PM	Nalanda Open University,
31.03.2023	VI		2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna

#### **Annual Examination - 2023**

# Post Graduate Diploma in Hindi English Translation (PGDHET) Paper-III (भाषा—भाषिकी और अनुवाद)

Time: 3.00 Hrs. Full Marks: 80

किन्हीं पाँच प्रश्नों के उत्तर लिखिए । सभी प्रश्नों के अंक समान हैं ।

- 1. भाषा को परिभाषित करते हुए उसके स्वरूप की विवेचना कीजिए ।
- 2. भाषा के मानकीकरण पर प्रकाश डालिए ।
- 3. भाषा की विविधता के कारणों पर प्रकाश डालिए ।
- 4. वाक्य प्रयुक्तियों का विश्लेषण कीजिए ।
- 5. सम्प्रेषण के स्तर पर भाषा के प्रमुख भेदों को प्रकाशित कीजिए ।
- 6. भाषा में अलंकारों के महत्त्व पर विचार कीजिए ।
- 7. प्रतिरचना के स्वरूप को उद्घाटित करते हुए अनुवाद से उसके संबंध पर प्रकाश डालिए ।
- 8. वाक्य विश्लेषण और अनुवाद पर विस्तार से विचार कीजिए ।
- 9. अर्थ-संरचना में व्यतिरेकी विश्लेषण के महत्त्व की समीक्षा कीजिए ।
- 10. निम्नलिखित अंग्रेजी अवतरण का हिन्दी में अनुवाद कीजिए :--

Gandhi ji tells the students "you are the hope of the future." After completing their studies, they would enter public life and would lead the poor people of the land. This implies that the students must have a sense of the students must have a sense of responsibilities. Their creativity must manifest itself in concrete ways. The faulty system of education thrives on the British Model.

...

#### **Annual Examination - 2023**

#### Post Graduate Diploma in Hindi English Translation (PGDHET) Paper-IV (अनुवाद के साधन और प्रयोग)

Time: 3.00 Hrs. Full Marks: 80

#### किन्हीं पाँच प्रश्नों के उत्तर लिखिए । सभी प्रश्नों के अंक समान हैं ।

- 1. अनुवाद में शब्दकोश की उपयोगिता पर प्रकाश डालिए ।
- 2. पारिभाषिक कोश और परिभाषा कोश का परिचय प्रस्तुत करते हुए उसके विभेद को सुस्पष्ट कीजिए ।
- 3. शब्द संबंधी कौन-कौन-सी जानकारियाँ कोश से मिल सकती हैं।
- 4. कम्प्यूटर अनुवाद की सीमाएँ और उनके निराकरण के उपाय की विवेचना कीजिए ।
- 5. पारिभाषिक शब्दावली की परिभाषा देते हुए उसकी सामान्य विशेषताओं का उल्लेख कीजिए ।
- 6. वैज्ञानिक और तकनीकी शब्दावली आयोग और राजभाषा (विधायी) आयोग का परिचय प्रस्तुत करते हुए इनके कार्यों का परिचय दीजिए ।
- 7. विषयानुसार अनुवाद के प्रकार का परिचय प्रस्तुत कीजिए ।
- 8. समाज विज्ञान विषयक अनुवाद का क्या तात्पर्य है । इनमें अपनायी जाने वाली पद्धतियों का उल्लेख कीजिए ।
- 9. टिप्पणी प्रस्तुत कीजिए :—
  - (क) साफ्टवेयर और वेवसाइट ।
  - (ख) शब्दकोश में 'क' अक्षर के शब्दों का विन्यासक्रम लिखिए ।
- 10. हिन्दी में अनुवाद कीजिए :--
  - (क) A critic is an ideal reader. It brings to bear a trained judgment on whatever he reads. For criticism intellectual freedom is necessary. There are no fixed principles of criticism to be applied to the work of all ages and writers.
  - (ख) निम्नलिखित परिभाषिक शब्दों के अंग्रेजी पर्याय लिखिये अनुदान, सहमति, ज्ञापन, घोषणा, प्रतिवाद, राजपत्र, विधान, पार्षद ।

...

#### **Annual Examination - 2023**

#### Post Graduate Diploma in Hindi English Translation (PGDHET) Paper-V (अनुवाद के स्वरूप)

Time: 3.00 Hrs. Full Marks: 80 प्रत्येक खंड से कम से कम दो–दो प्रश्नों का चयन करते हुए कुल पाँच प्रशनों के उत्तर लिखिए । सभी प्रश्नों के अंक समान हैं। खंड-क बैंक की परिभाषिक शब्दावली की विशेषता बताइए । प्रशासनिक अनुवाद की आवश्यकता और उसके स्वरूप को सुस्पष्ट कीजिए । 2. टिप्पणी लिखिए :-3. (क) सारानुवाद (ख) आशु अनुवाद अनुवाद के पुनरीक्षण, मूल्यांकन और समीक्षा में भेद रेखांकित कीजिए । 4. 5. आशु अनुवाद की विशेषताओं और उपयोगिता पर प्रकाश डालिए । लिप्यंतरण का तात्पर्य स्पष्ट करते हुए उसकी आवश्यकता पर प्रकाश डालिए । 6. खंड-ख निम्नलिखित संक्षिप्तियों (Abreviations) को अंग्रेजी तथा हिन्दी शब्दों में स्पष्ट कीजिए । 7. (i) MT (ii) DD (iv) Sc (iii) Cr अंग्रेजी वाक्यांशों का हिन्दी में अनुवाद कीजिए -8. Forwarded for suitable action (i) (ii) Assuring you of our best services. (iii) By return post (iv) Delay is regretted For Disposal (vi) For information (v) I beg to submit (viii) In compliance with (vii) निम्नलिखित का हिन्दी में अनुवाद कीजिए:-I wish to take loan from Public Provident fund account no......of a sum of Rs.....(Rs....) which I undertake to repay with interest within the period of twenty four months as prescribed in paragraph-II of the public provident fund scheme, 1968. 10. निम्नलिखित हिन्दी शब्दों का रोमन लिपि में लिप्यांतरण कीजिए -(क) आशीर्वाद, गृह प्रवेश, रामायण, सर्वपल्ली, शिक्षा, बादशाह, पर्यटन, पर्यावरण । (ख) देवनागरी लिपि में लिप्यांतरण कीजिए – Shakespeare, California, Food corporation of India, World health Organization, Republic section, Reservation, Parliament.

#### **Annual Exam-2023**

# Post Graduate Diploma in Human Resource Management (PGDHRM) Paper-I (Management Process)

Time: 3.00 Hrs. Full Marks: 80

Answer any Five Questions.

- 1. Define Management and describe its functions.
- 2. What is Job Satisfaction? Explain the factors affecting job satisfaction.
- 3. Explain the meaning and principles of Co-ordination.
- 4. Explain the importance of decision-making in management.
- 5. Define planning. What is the difference between planning and forecasting?
- 6. What are the different barriers of Communication ? What steps can be taken to overcome these barriers ?
- 7. What is the contribution of Human Relations Approach towards management thought?
- 8. What are the steps of planning in a dynamic environment?
- 9. Define Leadership? What are the Leadership Styles?
- 10. Write notes on any two of the following:-
  - (a) Controlling
  - (b) Delegation
  - (c) Directing

#### **EXAMINATION PROGRAMME-2023**

Post Graduate Diploma in Financial Management (PGDFM),
Post Graduate Diploma in Marketing Management (PGDMM),
Post Graduate Diploma in Hindi English Translation (PGDHET)
& Post Graduate Diploma in Human Resource Management (PGDHRM)

	•		
Date	Papers	Time	Examination Centre
21.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
21.03.2023	PGDHET, Paper–I	10.30 AM to 1.30 FM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
23.03.2023	PGDFM, PGDMM, PGDHRM &	10 20 AM to 1 20 DM	Nalanda Open University,
23.03.2023	PGDHET, Paper–II	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
25.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
23.03.2023	PGDHET, Paper–III	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
27.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
27.03.2023	PGDHET, Paper–IV		2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
28.03.2023	PGDFM, PGDMM, PGDHRM &	10 20 AM to 1 20 DM	Nalanda Open University,
28.03.2023	PGDHET, Paper–V	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
21 02 2022	PGDFM, PGDMM, PGDHRM,	10 20 AM to 1 20 DM	Nalanda Open University,
31.03.2023	Paper–VI	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna

#### **Annual Exam-2023**

# Post Graduate Diploma in Human Resource Management (PGDHRM) Paper-II (Human Resource Planning and Development.)

Time: 3.00 Hrs. Full Marks: 80

Answer any **Five** Questions. All questions carry equal marks. किन्हीं पाँच प्रश्नों के उत्तर दीजिए । सभी प्रश्नों के अंक समान हैं ।

- 1. Explain the various Human Resource functions.
- 2. What do you mean by recruitment? Explain important recruitment functions.
- 3. "Training makes an employee more efficient and productive." Justify this statement.
- 4. What do you know about grievance? What is the potential causes of grievance?
- 5. What is the difference between job analysis and job specification.
- 6. Differentiate between time wage and piece wage methods compare and contrast them.
- 7. What is meant by separation? Explain different kinds of separation.
- 8. Explain in detail the purpose and methods of Management Development Programme.
- 9. What is meant by Human Resource Planning? Explain in full detail.
- 10. Write notes on any *Two* of the following :-
  - (a) Types of Transfer
  - (b) Rowan Premium Scheme
  - (c) Selection Process

#### **EXAMINATION PROGRAMME-2023**

Post Graduate Diploma in Financial Management (PGDFM),
Post Graduate Diploma in Marketing Management (PGDMM),
Post Graduate Diploma in Hindi English Translation (PGDHET)
& Post Graduate Diploma in Human Resource Management (PGDHRM)

Date	Papers	Time	Examination Centre
21.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
21.03.2023	PGDHET, Paper–I	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
23.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
23.03.2023	PGDHET, Paper–II	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
25.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
23.03.2023	PGDHET, Paper–III	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
27.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
27.03.2023	PGDHET, Paper–IV	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
28.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
20.03.2023	PGDHET, Paper–V		2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
21 02 2022	PGDFM, PGDMM, PGDHRM,	10.30 AM to 1.30 PM	Nalanda Open University,
31.03.2023	Paper–VI		2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna

#### Annual Exam-2023

# Post Graduate Diploma in Human Resource Management (PGDHRM) Paper-III (Management Training and Development.)

Time: 3.00 Hrs. Full Marks: 80

Answer any Five Questions.

- 1. What are the benefits of training for an employee?
- 2. What are the differences between training and development?
- 3. Describe training plan of an organisation.
- 4. What is the role of a trainer in a company?
- 5. Write about the role of a training manager in the organisation.
- 6. What are the various methods and techniques for training?
- 7. What are the benefits of training for an organisation?
- 8. What do we understand by the term on-the job-training?
- 9. Describe different Models of Training Programme Evaluation ? Give a brief review to all of them ?
- 10. Write notes on any *Two* of the following:-
  - (a) Skill based Learning Sessions
  - (b) Self-development
  - (c) Needs of Training

#### Annual Exam-2023

# Post Graduate Diploma in Human Resource Management (PGDHRM) Paper-IV (Labour and Social Security Legislations)

Time: 3.00 Hrs. Full Marks: 80

Answer any Five Questions.

- 1. What are the different types of Labour Laws in India?
- 2. Enumerate the constitutional provisions on Child Labour Prohibition.
- 3. Define the terms: Mines, Open Cast working, Owner.
- 4. What do you mean by maternity benefit?
- 5. Explain the main provisions regarding issue of appointment letter and different leaves under the sales promotion Employees Act 1976.
- 6. Discuss the object and scope of the Factories Act, 1948.
- 7. Discuss the object and scope of the Employee's State Insurance Act, 1948.
- 8. Define the terms: Adolescent Manufacturing process, Factory and worker.
- 9. Write notes on "Workshop and Establishment."
- 10. Write notes on any **two** of the following:

(a) Social Security

(b) Accident

(c) (i) Employer (ii) Employee

#### **Annual Exam-2023**

# Post Graduate Diploma in Human Resource Management (PGDHRM) Paper-V (Organizational Behaviour)

Time: 3.00 Hrs. Full Marks: 80

Answer any Five Questions.

- 1. What is Organization? Explain the need and importance of Organizational Behavior.
- 2. Explain the causes of Organizational Conflict.
- 3. Explain the model of stress.
- 4. Explain the actual decision making process in an organization.
- 5. What is group? Explain the aspect of group behavior in an organization.
- 6. Explain the Psychoanalytic and social Learning theory of personality.
- 7. What are the ingredients required to make an effective team?
- 8. Explain the Key elements that determine the structure of the organization.
- 9. What is Leadership? Explain its types and styles.
- 10. Write notes on any **two** of the following:-
  - (a) Motivation
  - (b) Organizational Commitment
  - (c) Attitude

#### Annual Exam-2023

# Post Graduate Diploma in Human Resource Management (PGDHRM) Paper-VI (Compensation Management)

Time: 3.00 Hrs. Full Marks: 80

Answer any Five Questions.

- 1. What is the process of compensation Management? Explain.
- 2. What is job evaluation? What are the objectives of job evaluation?
- 3. How the concept of Dearness Allowance evolved over the years?
- 4. What are the main provisions of Minimum Wages Act 1948? Discuss in details.
- 5. What are the advantages and disadvantages of Fringe benefit?
- 6. Explain various wage plans with their advantages and disadvantages.
- 7. Critically analyze various theories of wage determination.
- 8. Define wage incentive. What are its advantages?
- 9. What are the main provisions of Bonus Act, 1965? Discuss.
- 10. Write notes on any **two** of the following:-
  - (a) Wage policy in India
  - (b) Types of compensation
  - (c) Gratuity Act

#### **Annual Exam-2023**

Post Graduate Diploma in Information and Public Relations (PGDIPR)
Paper-I (Communication and Information World : An Introduction)
Time: 3.00 Hrs.
Full Marks: 80

Answer any **Five** Questions. All questions carry **euqal marks**. किन्हीं **पाँच** प्रश्नों के उत्तर दीजिए । सभी प्रश्नों के **अंक समान** हैं ।

- Write the types of communication. संचार के प्रकारों को लिखिए ।
- 2. What is function of communication? संचार के क्या कार्य हैं?
- 3. Write main objectives of Journalism. पत्रकारिता के प्रमुख उद्देश्य बतलाइए ।
- 4. Write an article on Rural Journalism. ग्रामीण पत्रकारिता पर एक लेख लिखिए ।
- 5. Throw light on the responsibilities of a Journalist. पत्रकारों की प्रमुख जिम्मेदारियों पर प्रकाश डालिए ।
- 6. Write the characteristics of News. समाचार की विशेषताएँ लिखए ।
- 7. Write the types of Environment Pollution. पर्यावरण प्रदूषण के प्रकारों को लिखिए ।
- 8. Discuss the sources of Development News. विकास समाचारों के स्रोत की चर्चा कीजिए ।
- 9. Describe the importance of sting operation. स्टिंग ऑपरेशन की महत्ता को लिखिए ?
- Explain the characteristics of Indian society.
   भारतीय समाज की विशेषताओं की विवेचना कीजिए ।

• • •

# **EXAMINATION PROGRAMME-2023 PGDJMC & PGDIPR**

Date	Papers	Time	Examination Centre
21.03.2023	PGDJMC & PGDIPR, Paper–I	10.30 AM to 1.30 PM	Nalanda Open University,
21.03.2023	FGDJMC & FGDJFK, Fapei-1	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
23.03.2023	PGDJMC & PGDIPR, Paper–II	10.30 AM to 1.30 PM	Nalanda Open University,
23.03.2023	PGDJMC & PGDIPK, Paper-II	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
25.03.2023	PGDJMC & PGDIPR, Paper–III	10.30 AM to 1.30 PM	Nalanda Open University,
25.03.2023	PGDJMC & PGDJPR, Paper-III	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
27.03.2023	DCDIMC & DCDIDD Danar IV	10.30 AM to 1.30 PM	Nalanda Open University,
27.03.2023	PGDJMC & PGDIPR, Paper–IV		2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
Practical Counselling & Examination of Flectronoic Media 28 03 2023 to 12 04 2023 and			

Practical Counselling & Examination of Electronoic Media: 28.03.2023 to 12.04.2023 and Practical Counselling & Examination of Print Media: 13.04.2023 to 29.04.2023 in Patna

#### **Annual Exam-2023**

# Post Graduate Diploma in Information and Public Relations (PGDIPR) Paper-II (Indian Constitution, Governance and Media Law)

Time: 3.00 Hrs. Full Marks: 80

Answer any **Five** Questions. All questions carry euqal marks. किन्हीं पाँच प्रश्नों के उत्तर दीजिए । सभी प्रश्नों के अंक समान हैं ।

- 1. भारतीय संविधान के विभिन्न स्रोतों के बारे में लिखिए । Write down about different sources of Indian Constitution.
- राष्ट्रपति चुनाव प्रक्रिया का वर्णन प्रस्तुत कीजिए ।
   Describe the election process of the President.
- 'लोकसभा' के गठन—प्रक्रिया पर एक निबन्ध लिखिए ।
   Write an essay on organization process of Lok Sabha.
- 4. राज्यपाल के कार्य और उसकी शक्तियाँ लिखिए । Write the functions and power of Governor.
- 5. 'नैतिकता' क्या है? इसकी व्याख्या कीजिए । What is 'Morality'? Explain it.
- 6. वाक् और अभिव्यक्ति की स्वतंत्रता पर प्रकाश डालिए ।
  Throw light on 'Freedom of speech and experession.'
- 7. वर्नाक्यूलर प्रेस एक्ट की विशेषताएँ लिखिए । Write the characteristic of Vernacular Press Act.
- 8. स्वातंत्रयोत्तर भारत के प्रमुख प्रेस कानूनों की विवेचना कीजिए ।
  Discuss the important press Laws after Indpendence.
- 9. आपराधिक मानहानि पर प्रकाश डालिए । Throw Light on criminal defamation.
- 10. 'न्यायालय अवमान अधिनियम 1971' पर एक लेख लिखिए । Write an essay on 'contempt of court Act 1971'

#### Annual Exam-2023

# Post Graduate Diploma in Information and Public Relations (PGDIPR) Paper-III (Right to Information)

Time: 3.00 Hrs. Full Marks: 80

Answer any **Five** Questions. All questions carry **euqal marks**. किन्हीं **पाँच** प्रश्नों के उत्तर दीजिए । सभी प्रश्नों के **अंक समान** हैं ।

- 1. Right to Information is a new effective journalism, comment? सूचना का अधिकार एक नई प्रभावी पत्रकारिता है, समीक्षा कीजिए ।
- 2. Write 'Right to Information, 2005.' सूचना का अधिकार, 2005 को लिखिए ।
- 3. Write with examples the power of Media. मीडिया की ताकत को सोदाहरण लिखिए ।
- 4. Write to obligations of public authorities. लोक प्राधिकारियों की बाध्यताएँ लिखिए ।
- 5. Discuss Patna High Court (Right to Information Rules 2005. पटना हाईकोर्ट (सूचना का अधिकार) रूल्स 2005 की चर्चा कीजिए ।
- 6. Describe Bihar State Information Commission-15. बिहार राज्य सूचना आयोग की धारा-15 का उल्लेख कीजिए ।
- 7. Discuss the powers of Information commission. सूचना आयोग की शक्तियों की विवेचना कीजिए ।
- 8. Discuss the duties of Public Information Officer. लोक सूचना अधिकारी के कर्त्तव्यों की चर्चा कीजिए ।
- 9. Present the model of first Appeal. प्रथम अपील का मॉडल प्रस्तुत कीजिए ।
- 10. Write short notes on the following: निम्नलिखित पर संक्षिप्त टिप्पणियाँ लिखिए :
  - (a) Central Information Commission (केन्द्रीय सूचना आयोग)
  - (b) Right to Information (सूचना का अधिकार)

#### **Annual Exam-2023**

# Post Graduate Diploma in Information and Public Relations (PGDIPR) Paper-IV (Public Relation : Principles and Practices)

Time: 3.00 Hrs. Full Marks: 80

Answer any **Five** Questions. All questions carry equal marks. किन्हीं पाँच प्रश्नों के उत्तर दीजिए । सभी प्रश्नों के अंक समान हैं ।

- 1. जनसम्पर्क की उपयोगिता की चर्चा कीजिए । Discuss the utility of Public Relations.
- 2. जनमत को परिभाषित कीजिए । Define Public opinion.
- 3. जनसम्पर्क व्यवसाय के साथ लोक सेवा है । समीक्षा कीजिए । 'Public Relations is a business with Public Service.' Comment.
- 4. सरकार जनमत और जनसम्पर्क विषय पर निबन्ध लिखिए। Write an essay on Government, Public opinion and PR.
- 5. जनसम्पर्क विभाग को संगठित करने के विभिन्न दृष्टिकोणों की चर्चा कीजिए । Discuss about various outlook of organizing Public Relation Departments.
- 6. प्रथम विश्वयुद्ध में जनसम्पर्क की क्या भूमिका थी? What was the role of PR during  $1^{st}$  World War?
- 7. राष्ट्रीय आन्दोलन में जनसम्पर्क की क्या भूमिका थी? What was the role of PR during National Movement?
- 8. जनसम्पर्क अभियान में प्रेस की भूमिका को लिखिए । Write the role of press in Public Relations Drive.
- 9. गृहपत्रिका क्या है? What is house-journal?
- 10. जनसम्पर्क अधिकारी की योग्यताओं का वर्णन कीजिए । Describe the merits of PRO.

#### **Annual Exam-2023**

# Post Graduate Diploma in Journalism & Mass Communication (PGDJMC) Paper-I (Introduction to Journalism & Mass Communication)

Time: 3.00 Hrs. Full Marks: 80

Answer any **Five** Questions. All questions carry **equal marks**. किन्हीं **पाँच** प्रश्नों के उत्तर दीजिए । सभी प्रश्नों के **अंक समान** हैं ।

- 1. Write the concept of Journalism. पत्रकारिता की अवधारणा को लिखिए ।
- 2. What is sports Journalism? खेल पत्रकारिता क्या है?
- 3. Throw light on responsibilities of Journalist. पत्रकारों की जिम्मेदारियों पर प्रकाश डालिए ।
- 4. What do you think about the social Responsibility of Media? माध्यमों के सामाजिक दायित्व को लेकर आप क्या सोचते हैं ?
- 5. Write the characteristics of Literary Journalism. साहित्यिक पत्रकारिता की विशेषताएँ लिखिए ।
- 6. Write a note on 'Gandhije and Rural Service.' 'गाँधीजी और ग्राम—सेवा' पर एक नोट लिखिए ।
- 7. What is Parliamentary Journalism? संसदीय पत्रकारिता क्या है ?
- 8. Write the content of yellow paper. पीत पत्रों की विषय सामग्री लिखिए ।
- 9. Why photo Journalism is popular? फोटो पत्रकारिता क्यों लोकप्रिय है?
- 10. Discuss the elements of communication. संचार के तत्त्वों की विवेचना कीजिए ।

• • •

# EXAMINATION PROGRAMME-2023 PGDJMC & PGDIPR

Date	Papers	Time	Examination Centre
21.03.2023	PGDJMC & PGDIPR, Paper–I	10.30 AM to 1.30 PM	Nalanda Open University,
21.03.2023	FGDJMC & FGDJFK, Fapei-1	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
23.03.2023	PGDJMC & PGDIPR, Paper–II	10.30 AM to 1.30 PM	Nalanda Open University,
23.03.2023	PGDJMC & PGDIPK, Paper-II	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
25.03.2023	PGDJMC & PGDIPR, Paper–III	10.30 AM to 1.30 PM	Nalanda Open University,
25.03.2023	PGDJMC & PGDJPR, Paper-III	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
27.03.2023	PGDJMC & PGDIPR, Paper–IV	10.30 AM to 1.30 PM	Nalanda Open University,
27.03.2023	PGDJING & PGDIPK, Paper-IV		2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
Practical Councelling & Evamination of Flortropoic Modia + 29 02 2022 to 12 04 2022 and			

Practical Counselling & Examination of Electronoic Media: 28.03.2023 to 12.04.2023 and Practical Counselling & Examination of Print Media: 13.04.2023 to 29.04.2023 in Patna

#### **Annual Exam-2023**

# Post Graduate Diploma in Journalism & Mass Communication (PGDJMC) Paper-II (Mass Media and Society)

Time: 3.00 Hrs. Full Marks: 80

Answer any **Five** Questions. All questions carry equal marks. किन्हीं पाँच प्रश्नों के उत्तर दीजिए । सभी प्रश्नों के अंक समान हैं ।

- 1. Define journalism and discuss its aim. पत्रकारिता की परिभाषा दीजिए । और उसके उद्देश्यों की चर्चा कीजिए ।
- 2. Write the importance of 'Bihar Bandhu.' 'बिहार बन्ध्' के महत्व को लिखिए ।
- 3. What is the importance of 'Devenagar.' 'देवनगर' का क्या महत्व है?
- 4. Discuss the role of youths in freedom struggle. स्वतंत्रता संघर्ष में युवकों की भूमिका की चर्चा कीजिए ।
- 5. Write about the future of Journalism. पत्रकारिता का भविष्य लिखिए ।
- 6. Throw light on the importance of News Agency. समाचार समिति के महत्त्व पर प्रकाश डालिए ।
- 7. Write short notes on Mahavir Prasad Dwivedi. महावीर प्रसाद द्विवेदी पर संक्षिप्त टिप्पणी लिखिए ।
- 8. Illuminate the Journalism of Bihar. बिहार की हिन्दी पत्रकारिता पर प्रकाश डालिए ।
- 9. Describe the important folk drama of Bihar. बिहार के प्रमुख लोकनाट्यों का उल्लेख कीजिए ।
- 10. Give the Historical introduction of Internet. इन्टरनेट का ऐतिहासिक परिचय दीजिए ।

#### **Annual Exam-2023**

# Post Graduate Diploma in Journalism & Mass Communication (PGDJMC) Paper-III (Reporting, Writing and Editing)

Time: 3.00 Hrs. Full Marks: 80

Answer any **Five** Questions. All questions carry equal marks. किन्हीं पाँच प्रश्नों के उत्तर दीजिए । सभी प्रश्नों के अंक समान हैं ।

- Illuminate the modern tools of reporting.
   रिपोर्टिंग के आधुनिक साधनों पर प्रकाश डालिए ।
- 2. What is the meaning of News? Define it. समाचार का अर्थ क्या है? इसे परिभाषित कीजिए ।
- 3. What are the basic elements of news? समाचार के मूल तत्त्व क्या हैं?
- 4. Discuss the working process of P.T.I. and U.N.I. 'पी०टी०आई०' और 'यू०एनआई०' की कार्यप्रणाली की विवेचना कीजिए ।
- 5. Write to importance of local news. स्थानीय समाचारों का महत्त्व लिखिए ।
- 6. Write the role of reporter in controlling of water pollution. जल प्रदूषण के नियंत्रण में रिपोर्टर की भूमिका लिखिए ।
- 7. What is difference between accident and disaster? दुर्घटना और आपदा में क्या अन्तर है?
- 8. What are the social issues? सामाजिक मुद्दे क्या हैं?
- 9. Discuss the functions of sub-editor. उपसम्पादक के कार्य बतलाइए ।
- 10. Write the several types of headlines writing. शीर्षक लेखन के विविध प्रकारों का वर्णन कीजिए ।

#### Annual Exam-2023

# Post Graduate Diploma in Journalism & Mass Communication (PGDJMC) Paper-IV (Public Relation)

Time: 3.00 Hrs. Full Marks: 80

Answer any **Five** Questions. All questions carry **equal marks**. किन्हीं **पाँच** प्रश्नों के उत्तर दीजिए । सभी प्रश्नों के **अंक समान** हैं ।

- 1. How Public mentality is changed? लोकमानस को कैसे परिवर्तित किया जाता है ?
- 2. What is the status of Public Relations in Central Government? केन्द्रीय सरकार में जनसम्पर्क की क्या स्थिति है ?
- 3. Define Corporate. कारपोरेट की परिभाषा लिखिए ।
- 4. What is target group? लक्ष्य समूह किसे कहते हैं ?
- 5. Write the begining stage of Public Relations. जनसम्पर्क की प्रारम्भिक अवस्था को लिखिए ।
- 6. What was the role of Public Relations in National Movement? राष्ट्रीय आन्दोलन में जनसम्पर्क की क्या भूमिका थी ?
- 7. Write the status of PR training in India. भारत में जनसम्पर्क प्रशिक्षण की स्थिति को लिखिए ।
- 8. Throw light on changing scenario of Public Relations. जनसम्पर्क के बदलते परिवेश पर प्रकाश डालिए ।
- 9. Why the Indian Information Service is essential? भारतीय सूचना सेवा की आवश्यकता क्यों है ?
- 10. Write the concept of Public Sector. सार्वजनिक क्षेत्र की अवधारणा को लिखिए ।

 $\bullet$ 

#### Annual Exam-2023

# Post Graduate Diploma in Marketing Management (PGDMM) Paper-I (Fundamentals of Marketing Management)

Time: 3.00 Hrs. Full Marks: 80

 $\label{lem:constraints} \textit{Answer any Five Questions. All questions carry equal marks.}$ 

- 1. Define Marketing Management. Discuss its nature and scope.
- 2. What is meant by Sales Promotion? Describe Various promotions method.
- 3. Describe the role of discount, Rebate etc. in price determination.
- 4. Discuss the Do's and Dont's for trade and industry.
- 5. What are the different methods of advertising.
- 6. Define Branding. What are its advantages?
- 7. What is meant by marketing environment? Explain the factors affecting marketing environment.
- 8. Throw light upon Economic model of Consumer behaviour.
- 9. Define price. What are the objectives of pricing?
- 10. Write notes on any Two of the following:-
  - (a) PRODUCT
  - (b) Types of Wholeseller
  - (c) Marketing Research

• • •

#### **EXAMINATION PROGRAMME-2023**

Post Graduate Diploma in Financial Management (PGDFM),
Post Graduate Diploma in Marketing Management (PGDMM),
Post Graduate Diploma in Hindi English Translation (PGDHET)
Post Graduate Diploma in Human Resource Management (PGDHRM)

Date	Papers	Time	Examination Centre
21.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
21.03.2023	PGDHET, Paper–I	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
23.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
23.03.2023	PGDHET, Paper–II	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
25.03.2023	PGDFM, PGDMM, PGDHRM &	10 20 AM to 1 20 DM	Nalanda Open University,
25.03.2023	PGDHET, Paper–III	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
27.03.2023	PGDFM, PGDMM, PGDHRM & 10 20 AM to 1 20 PM	Nalanda Open University,	
27.03.2023	PGDHET, Paper–IV	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
28.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
28.03.2023	PGDHET, Paper–V		2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
31.03.2023	PGDFM, PGDMM, PGDHRM,	10.30 AM to 1.30 PM	Nalanda Open University,
31.03.2023	Paper–VI		2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna

#### Annual Exam-2023

# Post Graduate Diploma in Marketing Management (PGDMM) Paper-II (Consumer Behaviour)

Time: 3.00 Hrs. Full Marks: 80

Answer any Five Questions. All questions carry equal marks.

- 1. Explain the nature of Consumer Behaviour.
- 2. Explain the characteristics of Opinion Leadership.
- 3. Discuss the main provision of Consumer Protection Act, 1986.
- 4. Explain the process of Market Segmentation.
- 5. How does Consumer behaviour affects marketing decisions?
- 6. What is the concept of 'Attitudes' ? How do attitudes affect behaviour.
- 7. What do you understand by 'Personality' ? Explain the various determinants of personality.
- 8. Explain the stages of Consumer buying process.
- 9. Discuss the rise of Consumerism in India.
- 10. Write Notes on any *Two* of the following :-
  - (a) Different Kinds of Consumer
  - (b) Perception
  - (c) Types of Innovations

• • •

#### **EXAMINATION PROGRAMME-2023**

Post Graduate Diploma in Financial Management (PGDFM),
Post Graduate Diploma in Marketing Management (PGDMM),
Post Graduate Diploma in Hindi English Translation (PGDHET)
& Post Graduate Diploma in Human Resource Management (PGDHRM)

Date	Papers	Time	Examination Centre
21.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
21.03.2023	PGDHET, Paper–I	10.30 AM to 1.30 FM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
23.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
23.03.2023	PGDHET, Paper–II	10.30 AM to 1.30 FM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
25.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
25.03.2023	PGDHET, Paper–III		2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
27.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
27.03.2023	PGDHET, Paper–IV	10.30 AM to 1.30 FM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
28.03.2023	PGDFM, PGDMM, PGDHRM &	10.30 AM to 1.30 PM	Nalanda Open University,
20.03.2023	PGDHET, Paper–V		2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
31.03.2023	PGDFM, PGDMM, PGDHRM,	10.30 AM to 1.30 PM	Nalanda Open University,
	Paper–VI	10.30 AN 10 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna

#### **Annual Exam-2023**

# Post Graduate Diploma in Marketing Management (PGDMM) Paper-III (Marketing Communication and Advertising)

Time: 3.00 Hrs. Full Marks: 80

Answer any Five Questions. All questions carry equal marks.

- 1. Define Marketing Communication. Describe the role of telecommunication media in merchandising.
- 2. What the different types of Corporate advertising?
- 3. What are the benefits of direct marketing?
- 4. Discuss the role of Sampling in marketing research process.
- 5. How is the major selling idea generated?
- 6. What is sales promotion? Discuss the different types of sales promotion.
- 7. What is the role of advertisement?
- 8. Discuss the importance 'The Big Idea'.
- 9. Discuss the methods of advertising budget?
- 10. Describe the process of developing advertising Compaign.

#### **Annual Exam-2023**

# Post Graduate Diploma in Marketing Management (PGDMM) Paper-IV (Sales, Distribution and Retail Management)

Time: 3.00 Hrs.

Full Marks: 80

Answer any **Five** Questions. All questions carry equal marks. किन्हीं पाँच प्रश्नों के उत्तर दीजिए । सभी प्रश्नों के अंक समान हैं ।

- 1. Differentiate (i) Selling (ii) Sales and (iii) Salesmanship.
- 2. Salesmanship is both an Art as well as Science. Comment.
- 3. What is Store management? How do we do it effectively?
- 4. Describe the procedure for selection of right type of Salesman.
- 5. What do you understand by retail management? What are the various types of retailers.
- 6. How do we select recruit and train store employees?
- 7. Describe various motivational theories.
- 8. What is the benefit of Psychological tests? Why and where are the used?
- 9. Describe the process and nature of Sales Management.
- 10. Write notes on any *Two* of the following:-
  - (a) Compensation plan
  - (b) Marketing Mix
  - (c) Marketing Channel

#### Annual Exam-2023

# Post Graduate Diploma in Marketing Management (PGDMM) Paper-V (Marketing of Services)

Time: 3.00 Hrs. Full Marks: 80

Answer any **Five** Questions. All questions carry eugal marks.

- 1. What are the Service Characteristics? What challenges do the characteristics offer to service marketing?
- 2. Explain purchase process for services.
- 3. Describe the relationship between Customer expectations and customer satisfaction.
- 4. Explain the basic services package. Discuss its essential elements.
- 5. Discuss the technological support for effective Service marketing.
- **6.** Explain Competitive positioning and its types.
- 7. Explain criteria for good service quality.
- 8. Explain the importance of e-commerce in field of service distribution.
- 9. Discuss customer feedback and recovery.
- 10. Write notes on any **two** of the following:-
  - (a) Marketing mix for services.
  - (b) Objective of service pricing.
  - (c) Locational and Time of Delivery

#### Annual Exam-2023

# Post Graduate Diploma in Marketing Management (PGDMM) Paper-VI (International Marketing)

Time: 3.00 Hrs. Full Marks: 80

Answer any Five Questions. All questions carry euqal marks.

- 1. Explain the benefit of International Marketing.
- 2. Discuss the export-import procedures.
- 3. Explain joint venture. Discuss its significance in International Market Strategies.
- 4. Explain the Cultural and Social Forces in International Marketing.
- 5. Explain the import licensing procedures.
- 6. Explain the functions of the World Trade Organization.
- 7. What do you mean by regulatory document? Discuss its components.
- 8. What is political environment? What are its major components?
- 9. Discuss the scope of e-business of MIS.
- 10. Write notes on any **two** the following:-
  - (a) Marketing mix
  - (b) Marketing Research
  - (c) European Monetary System

#### **Annual Exam-2023**

# Post Graduate Diploma in Yogic Studies (PGDYS) Paper-I (Basic Concept of Yoga)

Time: 3.00 Hrs. Full Marks: 80

Answer any **Five** Questions. All questions carry **equal marks**. किन्हीं **पाँच** प्रश्नों के उत्तर दीजिए । सभी प्रश्नों के **अंक समान** हैं ।

- 1. आसन से क्या समझते हैं इसके शारीरिक तथा मानसिक प्रभाव को बताएँ । What do you mean by "Asan" its physical and mental effects.
- 2. आष्टांग योग के "नियम" के बारे में विस्तारपूर्वक बताएँ । Explain about 'NIYAM of Ashtang Yoga.
- 3. अंतरंग योग के मुख्य अंगों की चर्चा कीजिए । Discuss the main part of internal Yoga.
- 4. शरीर पंचमहाभूतों से निर्मित है व्याख्या कीजिए । The body is determined by panchtrabhoot, Explain.
- 5. पंचकोष क्या है, यह कैसे विकसित होता है । What is Panchkosha how it develop
- 6. पंच प्राण की व्याख्या कीजिए । Explain Panch-Prana.
- 7. प्राणायाम के प्रकार तथा लाभ के बारे में व्याख्या कीजिए । Explain the types and benefits of Pranayama.
- 8. प्रत्याहार से क्या समझते हैं? विस्तारपूर्वक बताएँ । In detail, What do you understands by 'Pratyahara.'
- 9. धर्म, अर्थ, काम,मोक्ष को विस्तारपूर्वक बताएँ To make Dharma, Arth, Karma, Moksha in detail.
- 10. किन्ही **दो** पर टिप्पणी लिखिए :-Explain any **Two** given below :-
  - (क) षट्कर्म (Shatkarma)
  - (ख) धारण (Dharna)
  - (ग) मंत्रसाधना (Mantra Sadhna)
  - (घ) ईश्वर प्राणिधान (Ishwar Pranidhan)

• • •

# **EXAMINATION PROGRAMME-2023 P.G. Diploma in Yogic Studies (PGDYS)**

Date	Papers Time		<b>Examination Centre</b>
21.03.2023	Paper–I	10.30 AM to 1.30 PM	Nalanda Open University,
21.05.2025	Гарег-1	10.50 AM to 1.50 FM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
22.02.2022	Danar II	10.30 AM to 1.30 PM	Nalanda Open University,
23.03.2023	Paper–II	10.30 AM to 1.30 PM	2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
25.03.2023	Danor III	10 20 AM to 1 20 DM	Nalanda Open University,
25.05.2023	Paper–III 10.30 AM to 1.30 PM		2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna
	From 27.03.2023 (Enrollment numberwise		Nalanda Open University,
(Practical)	Detail programme will be declared later on).		12 <sup>th</sup> Floor, Biscomaun Tower, Patna

#### **Annual Exam-2023**

# Post Graduate Diploma in Yogic Studies (PGDYS) Paper-II (Human Existence and Systems)

Time: 3.00 Hrs. Full Marks: 80

Answer any **Five** Questions. All questions carry equal marks. किन्हीं पाँच प्रश्नों के उत्तर दीजिए । सभी प्रश्नों के अंक समान हैं ।

- 1. किसी पाँच अंतःस्त्रावी ग्रंथियों के बारे में विस्तारपूर्वक बतावें। Explain any five endocrine glands.
- 2. अस्थितंत्र की संरचना एवं कार्य की व्याख्या कीजिए। Explain the structure and function at the skeletal system.
- 3. श्वसन तंत्र को विस्तारपूर्वक बतावें । Explain the respiratory system in details.
- 4. हृदयतंत्र के संरचण तथा कार्य को बतावें।
  Explain the structure and function of cardiovascular system.
- 5. तंत्रिका तंत्र के संरचना एवं कार्य के बारे में बतावें । Tell about structure and function of Nervous system.
- 6. यौगिक श्वसन से क्या समझते हैं । व्याख्या कीजिए । What do you mean by yogic breathing. Explain it.
- 7. आसनों के शारीरिक प्रभाव पर प्रकाश डालिए । Effect of Asan of Physical level.
- 8. सूर्यनमस्कार शारीरिक तथा मानसिक उर्जा को उधीप्त करता है । पुष्टी कीजिए। Suryanamaskar uplifts Physical and mental energy please confirm.
- 9. योग के चिकित्सकीय प्रभाव पर निबंध लिखिए। Write an essay of Therapeutic effect of yoga.
- 10. निम्नलिखित में से किन्ही दो पर संक्षिप्त टिप्पणी लिखिए :

Write short notes on any two

- (क) मेरूरज्जु (Spinal cord)
- (ख) कोशिका (Cell)
- (ग) पाचन तंत्र (Digestive system)
- (घ) गर्भावस्था में योग (Yoga in pregnancy)

• • •

# **EXAMINATION PROGRAMME-2023 P.G. Diploma in Yogic Studies (PGDYS)**

Date	Papers	Time	Examination Centre	
21.03.2023	Paper–I	10.30 AM to 1.30 PM	Nalanda Open University,	
			2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna	
23.03.2023	Paper–II	10.30 AM to 1.30 PM	Nalanda Open University,	
			2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna	
25.03.2023	Paper–III	10.30 AM to 1.30 PM	Nalanda Open University,	
			2 <sup>nd</sup> Floor, Biscomaun Bhawan, Patna	
Paper-IV & V	From 27.03.2023 (Enrollment numberwise		Nalanda Open University,	
(Practical)	Detail programme v	vill be declared later on).	12 <sup>th</sup> Floor, Biscomaun Tower, Patna	

#### Annual Exam-2023 Post Graduate Diploma in Yogic Studies (PGDYS) Paper-III (Yoga and Mind)

Time: 3.00 Hrs. Full Marks: 80

Answer any **Five** Questions. All questions carry **equal marks**. किन्हीं **पाँच** प्रश्नों के उत्तर दीजिए । सभी प्रश्नों के **अंक समान** हैं ।

- योग मनोविज्ञान से क्या समझते हैं? विस्तारपूर्वक व्याख्या कीजिए ।
   What do you understand by YOGA psychology? explain in details.
- 2. प्रयोगात्मक विधि क्या है? इसके उपयोगिता का बतावें । What is experimental method? Explain its usefulness.
- 3. किसी दो मानसिक बिमारी के बारे में बतावें । Mention about any two mental disease.
- 4. अंतःकरण को परिभाषित कीजिए । Define Antahkaran.
- 5. स्वास्थ्य से क्या समझते हैं इसके सभी पहलुओं की चर्चा कीजिए । What do you understand by health, discuss all aspect.
- 6. योग के अनुसार मन के अकारात्मक पहलू की चर्चा कीजिए । Explain topographical aspect of mind according to Yoga.
- 7. मन के ग्त्यात्मक पहलू की चर्चा कीजिए । Discuss about dynamic aspect of mind.
- यौगिक चिकित्सा पर एक निबंध लिखिए । Write an essay on Yogic therapy.
- 9. शरीर तथा मन आपस में संबंधित है कैसे । How body and mind is mutual related.
- 10. किन्हीं **दो** पर संक्षिप्त टिप्पणी लिखिए :-Write short notes on any **two** :-
  - (a) पंचक्लेश (Panchklesh)
  - (b) योगनिद्रा (Yog Nidra)
  - (c) मनःस्नायुविकृति (Psychoneurosis)
  - (d) पित्त (Chitla)

• • •

## PGDYS प्रायोगिक परीक्षा से सम्बन्धित अतिआवश्यक सूचना

#### प्रायोगिक परीक्षा का कार्यक्रम

परीक्षा क्रमांक	पत्र	परीक्षा की तिथि	समय	स्थान
Enrollment No. of (200240001 to 200240150), (210240001 to 210240152) and (220240001 to 220240034)	IV	27.03.2023	10.30 AM to 01.30 PM	Nalanda Open University, Yoga Lab, 12th Floor, Biscomaun Tower, Patna
(220240035 to 220240095)		27.03.2023	02.00 PM to 05.00 PM	Nalanda Open University, Yoga Lab, 12th Floor, Biscomaun Tower, Patna
Enrollment No. of (200240001 to 200240150), (210240001 to 210240152) and (220240001 to 220240034)	V	28.03.2023	10.30 AM to 01.30 PM	Nalanda Open University, Yoga Lab, 12th Floor, Biscomaun Tower, Patna
(220240035 to 220240095)		28.03.2023	02.00 PM to 05.00 PM	Nalanda Open University, Yoga Lab, 12th Floor, Biscomaun Tower, Patna