

**Roll No.**

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**Post-Graduate Diploma in Digital Marketing (Sem.-1)**  
**MODERN BUSINESS ORGANIZATION & MANAGEMENT**

**Subject Code : PGDDM104-20**

**M.Code : 79135**

**Date of Examination : 21-01-23**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTIONS TO CANDIDATES :**

1. **SECTION-A contains TEN questions carrying TWO marks each and students has to attempt ALL questions.**
2. **SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying TEN marks each and student has to attempt any ONE question from each Subsection.**

## SECTION-A

1. **Explain the following:**
  - a. Liberalisation
  - b. Transnational company
  - c. Franchising
  - d. Outsourcing
  - e. E-commerce
  - f. LLP
  - g. Decentralisation of authority
  - h. Johari window
  - i. One person company
  - j. Feasibility study.

## **SECTION-B**

### **UNIT-I**

2. Write a note on 'Make in India' movement.
3. Discuss the various emerging opportunities in business.

### **UNIT-II**

4. What are the steps involved in entrepreneurial process? Explain.
5. What basic considerations should be kept in mind while setting up an enterprise? Discuss.

### **UNIT-III**

6. Discuss the conceptual framework of Human Resource Management.
7. Discuss the various functions of management.

### **UNIT-IV**

8. Differentiate between Maslow's need hierarchy & Herzberg's two factor theory of motivation.
9. Discuss the emerging issues in management.

**NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.**