

ADVANCE DIPLOMA IN BUSINESS MANAGEMENT
FIRST SEMESTER

S.no	Name of Paper	Subject Type	Total Marks	Minimum Marks
1	General English	Theory	100	40
2	Human Resources	Theory	100	40
3	Marketing Principles	Theory	100	40
4	Practical-1	Practical	200	100

SECTION-A

GENERAL ENGLISH

- English Language Process
- Techniques of learning process
- Scope of English
- Uses of learning English in our daily routine
- Grammatical mistakes & Correction

SECTION-B
HUMAN RESOURCES

- **Meaning of Human Resources**
- **Types of Human Resources**
- **Responsibilities of Human Resources**
- **Explain about HRM**

SECTION-C
MARKETING PRINCIPLES

- **What are the Marketing Principles?**
- **What are the 7p's of marketing in order?**
- **What are the basic principles of marketing?**
- **How the principles of marketing can lead to success?**

SECTION-D
PRACTICAL-1

ASSIGNMENTS

TOTAL MARKS: -100

Q.1 MCQ'S

(M.M-20)

1. What are the two central concerns of marketing?

- a) Establishing market share and making profits
- b) Holding down costs and increasing profits
- c) Finding customers and making profits
- d) Discovering and satisfying needs

2. What does 'Technology' refers to

- a) Any device or process for which there is no substitute
- b) The inventions or innovations from applied science that are used to generate a profit
- c) The inventions or innovations from applied science or engineering research
- d) Ideas or concepts that will one day be translated into useable devices, mechanisms or processes.

3. The number of different people or households exposed to an advertisement is referred to as

- a) Scope
- b) Share
- c) Reach
- d) Rating

4. The cost of reaching 1000 individuals or households with the advertising message in a given medium is referred to as

- a) CPM
- b) CPT
- c) CMH

d) ACPM

5. Setting prices a few dollars or cents under an even number is referred to as

a) Odd-even pricing

b) Prestige pricing

c) Pricing lining

d) Price fixing

6. The number of different people or households exposed to an advertisement is referred to as

a) Scope

b) Share

c) Reach

d) Rating

7. What is a person who uses business products called?

a) Customer

b) Agency

c) Consumer

d) Wrecker

8. What is about how the offering's benefits and features are communicated to the potential buyer?

a) Product

b) Place

c) Price

d) Promotion

9. According to the chartered institute of marketing, which of the following is not a professional marketing competency?

a) Brand

b) Sales Tactics

- c) Digital Integration
- d) Customer Experience

10. Which of the following is not an element of the marketing mix?

- a) Promotion
- b) Product
- c) Target market
- d) Pricing

Q.2 FILL IN THE BLANKS (M.M-20)

1. The first objective in marketing is to discover consumer.....
2. Organizations that develop similar offerings, when grouped together, create a/an.....
3. The marketing strategy of developing new products and selling them in new markets is referred to as
4. Another name for the analysis of consumer lifestyle is
5. Any word, device or a combination of these used to distinguish a seller's goods or service is referred to as a.....
6. In relationship marketing firms focus on.....relationships with.....
7. The term 'marketing mix' describes.....
8. Theis concerned with the ideas of the 'marketing mix' and the 4Ps.
9. In public sector markets, theis bound by strict legal guidelines for contracts valued over a set amount.
10. The delivers to us a wide array of offerings, either directly or indirectly, through business markets, to serve our wants and needs.

Q.3 SHORT ANSWER TYPE QUESTIONS

(M.M-28)

1. What is the difference between a marketing strategy and marketing tactics?
2. How does marketing strategy works?
3. What is content marketing?
4. What is marketing strategy development?
5. What is a market campaign?
6. What are smart goals when implementing a marketing strategy?
7. What are HR principles?

Q.4 LONG ANSWER TYPE QUESTIONS

(M.M-32)

1. What is the difference between a market campaign and an advertising campaign?
2. What is social media networking? Explain.
3. What is the importance of using event technology?
4. Explain HR basics?

ADVANCE DIPLOMA IN BUSINESS MANAGEMENT
SECOND SEMESTER

Sr.no	Name of Paper	Subject Type	Total Marks	Minimum Marks
1	Business Communication	Theory	100	40
2	Business Economics	Theory	100	40
3	Financial Accounting	Theory	100	40
4	Practical & Viva	Practical	200	100

SECTION-A

BUSINESS COMMUNICATION

- Meaning of Business Communication
- Types of Communication in business
- 7 C's of Business Communication
- Reasons why Business Communication is Critical to Company's Success

SECTION-B
BUSINESS ECONOMICS

- **Role of business economics**
- **Definition & its Importance**
- **Types of business economics**
- **Need of business economics**

SECTION-C
FINANCIAL ACCOUNTING

- 1. Define Financial Accounting with examples**
- 2. Types of Accounting**
- 3. Main Purpose of Financial Accounting**
- 4. Advantages & Disadvantages**

SECTION-D
PRACTICAL - 2

ASSIGNMENTS

TOTAL MARKS-100

Q.1 MCQ's

(M.M-20)

1. Invisible hand theory is given by

- a) Lord Robbins
- b) Samuelson
- c) Marshal
- d) Adam smith

2. Economics is a science which deals with human wants and their satisfaction

- a) Social
- b) Political
- c) Natural
- d) Physical

3. In a planned or command economy, all the economics decisions are taken by

- a) Workers
- b) Consumers
- c) Voters
- d) Government

4. Goods & Services bought & sold in

- a) Product market
- b) Factor market
- c) Capital market
- d) Money market

5. In product market money flows from

- a) Individual to firm

- b) Business to households
 - c) Government to households
 - d) All of these
6. In factor market suppliers are
- a) Firms
 - b) Suppliers
 - c) Government
 - d) None of these
7. In economics activities which are the outflows
- a) Government spending
 - b) Investment
 - c) Saving
 - d) None of these
8. Implicit cost added in
- a) Accounting cost
 - b) Economic cost
 - c) Both
 - d) None
9. The opportunity cost of a machine which can produce only one product is
- a) Low
 - b) Infinite
 - c) High
 - d) Medium
10. The regulatory mechanism of the market system is
- a) Self-interest
 - b) Private property

- c) Competition
- d) Specialization

Q.2 FILL IN THE BLANKS

(M.M-20)

1. The three fundamental questions of economic organization are.....
2. In a free market economy the allocation of resources is determined by
3.defined economics as the study of mankind in the ordinary business of life.
4. The growth of an economy is indicated by.....
5. equals revenue minus all explicit costs.
6. Unemployment means that
7. The circular flow of goods & incomes shows the relationship between.....and
8. The father of new economics is.....
9. Economic profit refers to minus all relevant costs, both explicit & implicit.
10. In economics, the central problem is.....

Q.3 SHORT ANSWER TYPE QUESTION

(M.M-32)

1. What are the types of business communication?
2. Why do business depend on communication?
3. What makes effective communication?
4. What are the barriers of communication?
5. What are the various types of marketing research?
6. What goods & services should be produced to meet consumer needs?

7. Can you describe the reasons you think one can be the best fit for the HR manager position in a company?

8. What educational background do you need that qualifies for the HR position in a company?

Q.4 LONG ANSWER TYPE QUESTION

(M.M-28)

1. How can a business communicate better?
2. Describe recruiting strategy as an HR employee?
3. Describe about the most common HR issues?
4. Explain Financial Accounting?



ADVANCE DIPLOMA IN BUSINESS MANAGEMENT
THIRD SEMESTER

Sr.no	Name of Paper	Subject Type	Total Marks	Minimum Marks
1	Financial Accounting-II	Theory	100	40
2	Marketing Principles Advance	Theory	100	40
3	Business Law & Policy	Theory	100	40
4	Project Work	Practical	200	100

**VCC PUNJAB**
VISHWASH COACHING CENTRE

SECTION-A

FINANCIAL ACCOUNTING-II

- 1. What is the accrual basis of Accounting?**
- 2. What is a Contingent liability?**
- 3. Definition & Principles of Accounting?**
- 4. What is Retained Earnings?**

SECTION-B

MARKETING PRINCIPLES ADVANCE

- 1. What are the 7 core Principles of marketing?**
- 2. Describe the various approaches to the study of Marketing?**
- 3. Explain the various functions of Marketing?**
- 4. Mention the Objectives of Marketing Principles?**

SECTION-C

BUSINESS LAW & POLICY

- 1. What are some topics on business law?**
- 2. How does the law impact on business?**
- 3. What are the features of business law?**
- 4. What are the objectives of business law?**

SECTION-D

PROJECT WORK

ASSIGNMENTS

TOTAL MARKS: -100

Q.1 MCQ's

(M.M-20)

1. Setting prices a few dollars or cents under an even number is referred to as

- a) Odd-even pricing
- b) Prestige pricing
- c) Price lining
- d) Price fixing

2. The number of different people or households exposed to an advertisement is referred to as

- a) Premiums
- b) Rebates
- c) Contests
- d) Sweepstakes

3. The cost of reaching 1000 individuals or households with the advertising message in a given medium is referred to as

- a) CPM
- b) CPT
- c) CMH
- d) ACPM

4. The first objective in marketing is to discover consumer

- a) Diversity
- b) Potential
- c) Objectives
- d) Needs

5. Organizations that develop similar offerings, when grouped together, create a/an

- a) Merger
 - b) Industry
 - c) Competitive Landscape
 - d) Monopoly
6. Basic needs, such as those for food, clothing and safety, refers to
- a) Physical needs
 - b) Social needs
 - c) Individual needs
 - d) Physical wants
7. The aim if demarketing is to
- a) Destroy demand
 - b) Increase demand
 - c) Initiate demand
 - d) Reduce or shift demand
8. The major force behind the new connectedness in marketing is
- a) Technology
 - b) Globalisation
 - c) Social Consciousness
 - d) Privatization
9. A strategic plan has this item or items following its marketing objectives
- a) Budgetary requirements
 - b) Target market selection
 - c) Research plans
 - d) Marketing strategies
10. The BCG market growth rate provides a measure of
- a) Company strength in the market

- b) Decline of competitors
- c) Market attractiveness
- d) The unit stock value

Q.2 FILL IN THE BLANKS

(M.M-20)

1. Another name for the analysis of consumer lifestyle is.....
2. are human needs as shaped by individual personality and culture.
3. When backed by buying power, wants become.....
4.is the act of obtaining a desired object from someone by offering something in return.
5.is the set of actual and potential buyers of a product.
6.is the communication link between the firm and the consumer.
7.refers to the point of sale.
8.are the key elements of the promotion mix.
9.are shaped by one's society and are described in terms of objects.
10. All of the groups within a company are called the
 - a) Culture
 - b) Diversity
 - c) Internal Environment
 - d) Climate

Q.3 SHORTANSWER TYPE QUESTIONS

(M.M-32)

1. What is marketing?

2. What is a product?
3. What is quality?
4. What are marketing principles?
5. Describe the 7P's of marketing?
6. Expand MLM?
7. What do you mean by channel of distribution?
8. Bring out the difference between advertising and salesmen ship?

Q.4 LONG ANSWER TYPE QUESTIONS

(M.M-28)

1. Marketing practice often passes through three stages. List and briefly describe each of these stages?
2. Explain about Marketing mix?
3. Explain the different stages of PLC?
4. Explain the qualities of a successful salesmen?

ADVANCE DIPLOMA IN BUSINESS MANAGEMENT
FOURTH SEMESTER

Sr.no	Name of Paper	Subject Type	Total Marks	Minimum Marks
1	Business Economics Methods	Theory	100	40
2	Personal Development Planning	Theory	100	40
3	Entrepreneurship & Venture Management	Practical	200	100
4	Viva & Internals	Practical	200	100

SECTION-A

BUSINESS ECONOMICS METHOD

1. Definition of Business Economics?
2. What are types of Business Economics?
3. What is the scope of Business Economics?
4. Describe about the tools of Business Economics?

SECTION-B

PERSONAL DEVELOPMENT PLANNING

- 1. What is personal PDP?**
- 2. What are the main steps of PDP?**
- 3. What is the Purpose & Benefits of PDP?**
- 4. How can you measure the progress of PDP & methods the progress of PDP?**

SECTION-C

ENTERPRENEURSHIP & VENTURE MANAGEMENT

VIVA & INTERNALS



ASSIGNMENTS

TOTAL MARKS-100

Q.1 MCQ's

(M.M-20)

1. Economics is neutral between ends is said by
 - a) Adam smith
 - b) Lionel robins
 - c) Alfred Marshall
 - d) Samuelson
2. The subject of economics is
 - a) Natural science
 - b) Social science
 - c) Political science
 - d) Physical science
3. Micro economics is also known as
 - a) Price theory
 - b) Process theory
 - c) Product theory
 - d) Projection theory
4. Which branch of economics studies about unemployment, illiteracy, national income tax?
 - a) Micro economics
 - b) Wealth economics
 - c) Macro economics
 - d) fiscal economics
5. What would be the value of elasticity of demand, if the demand for the good is perfectly inelastic?
 - a) 0

- b) 1
- c) infinity
- d) less than zero

6. Which one of the following is not a method of measuring elasticity of demand?

- a) Are method
- b) percentage method
- c) point method
- d) none of these

7. What type of relationship exists between the price and quantity demanded?

- a) Indirect
- b) Inverse
- c) positive
- d) both a&b

8. Markets are being classified on the basis of

- a) Demand and supply
- B) Time
- c) situation
- d) all of the above

9. A time series can be calculated through

- a) Leading series
- b) Coincident series
- c) Logging series
- d) all of the above

10. When prices rises, quantity supplied

- a) Expands

- b) Falls
- c) Increases
- d) Unchanged

Q.2 FILL IN THE BLANKS

(M.M-20)

- 1) represent the tabular form of quantity demanded of a particular product during a given period of time
- 2) A firm's profitability depends much on itsof production
- 3) Generally, are the primary measure of the success of any business
- 4) A..... along the demand curve is caused by a change in the price of the good only.
- 5)..... Goods are those which can replace each other in use
- 6) There is a direct relationship between..... of the consumer and his demand.
- 7) The law of demand states that there is anrelationship between price and quantity demanded.
- 8)..... means the process of choosing one action from two or more alternatives available.
- 9) In case of perfectly inelastic supply, the supply curve will be
- 10)of a commodity is the additional utility derived by a consumer, by consuming one more unit of that commodity.

Q.3 SHORT ANSWER TYPE QUESTIONS

(M.M-28)

1. What are the likely obstacles will face in business economics management?
2. To what extent should the government intervene in the market?
3. What is the difference between micro & macroeconomics?
4. What are the types of business economics?

5. How are goods & services distributed?

6. How are goods & services produced?

7. What is an economic system?

Q.4 LONG ANSWER TYPES QUESTIONS (M.M-32)

1. Explain about the basics of business economics management?

2. Explain the different type of economics?

3. Give brief about PDP?

4. What are the most important habits to be a successful entrepreneur?