

- N.B. 1. All the questions are compulsory  
2. Figures to right indicate full mark.

- Q1.A) Fill in the blanks with the correct option from the brackets: (ANY8) (8)**
1. \_\_\_ popularized the concept of 4Ps in his book "Basic Marketing."  
( Philip Kotler, William Stanton, Jerome Mc Carthy, Al Ries)
  2. \_\_\_ research includes reviewing product line.  
(Market, Consumer, Dealer, Product)
  3. Marketing decision support system is an important component of \_\_\_\_\_.  
(Marketing research, MIS, marketing environment, Marketing mix)
  4. \_\_\_ refers to set of product which are offered for sale by a firm.  
( Product design, Product selling, Product mix, Product launch)
  5. The main objective of advertising is to \_\_\_\_\_.  
(Increase sales, create awareness, increase profits, increase market share)
  6. Market segmentation is the \_\_\_\_\_ activity of marketer.  
( secondary, primary, tertiary, random)
  7. \_\_\_\_\_ is the act of marketing goods or services to potential customers over the telephone.  
(Internet marketing, Relationship marketing, Telemarketing, Social marketing)
  8. Exchange of goods, services with or without money is \_\_\_\_\_.  
(Satisfaction, transaction, transfer, sale)
  9. The \_\_\_\_\_ product is the product of the future.  
(expected, potential, augmented, core)
  10. \_\_\_\_\_ is an important element of demographic segmentation.  
(Lifestyle, Age, Locality, Culture)

**B) State whether the following statements are True or false:(ANY 7) (7)**

1. Marketing is concerned with target market.
2. The two terms marketing and selling are synonyms
3. The socio-cultural elements influence the buying decision of the members of a society.
4. Economic policies do not have any effect on the working of business.
5. Marketing mix is not influenced by environmental factors.
6. Product Line length refers to the different categories of product lines.
7. Multi segment strategies is also known as differentiated marketing strategy.
8. The consumer Behaviour of all urban Youth is Universal in nature
9. MIS helps manager to recognize marketing trend.
10. Marketing mix is a static concept.

**Q2.A) Define Marketing. Explain its Features. (8)**

**Q2.B) Discuss the Scope of Marketing. (7)**

OR

**Q2.C) Distinguish between Marketing and selling. (8)**

**Q2.D) Discuss the evolution of marketing Concept. (7)**

Q3.A) Define MIS. Explain its Features. (8)

Q3.B) Distinguished between MIS and Marketing Research. (7)

OR

Q3.C) Explain the importance of marketing research for business firms. (8)

Q3.D) Explain the importance of studying consumer behavior. (7)

Q4.A) What is Marketing Mix? Explain its features. (8)

Q4.B) Explain the reasons for new product Failure. (7)

OR

Q4.C) What is Branding? Explain the role of branding. (8)

Q4.D) What is Promotion? Explain the significance of promotion. (7)

OR

Q5.A) Explain the meaning and types of Targeting. (8)

Q5.B) Explain the Limitation of Market Segmentation. (7)

OR

Q5.C) Write Short Notes on (Any 3) (15)

1. 4Cs of Marketing.
2. Marketing Environment.
3. Promotion Tools.
4. Internet marketing.
5. Physical Distribution.

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Semester Examination

Class / Semester: FY-BMS/2

Subject : Industrial Law.

N.B. 1.All the questions are compulsory

Time: 2 ½ hours

2. Figures to the right indicate full marks

75 Marks

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Q.1 Answer the Following

(8)

a. Fill in the blanks (any 8)

[Social security, coin ,0.75%,,cash writing , corporation,15, collective bargaining,1948, Retrenchment, 250,]

1. Payment of gratuity is the \_\_\_\_\_ benefits to employees for their old age
2. 'first come last go and Last come first go 'is the principle of \_\_\_\_\_
3. An employee who is injured by an accident must give a notice of it by \_\_\_\_\_
4. Canteen is to be provided if engaging employees are more than \_\_\_\_\_person .
5. The ESI scheme is administered by\_\_\_\_\_.
6. The payment of wages can be done in \_\_\_\_\_and\_\_\_\_\_..
7. A weekly holiday was introduced in the factories for the first time in the year \_\_\_\_\_
8. Employee share of contribution under ESI Act is\_\_\_\_\_
- 9.A child is a person who has not completed his \_\_\_\_ years under factories act 1948
10. \_\_\_\_\_is not the machinery in settlement under industrial dispute act 1947

b. True or False (any 7)

(7)

1. Strike is a weapon in the hands of employer.
2. Registered trade union can sue and can be sued in its own name
3. There should be canteen if there are more than 300 employees in the factories
4. The objective if the industrial dispute act is to promote industrial peace
5. An employee who got injured don't have to give notice in writing
6. The ESI Act relates to social security
7. Retrenchment is not a termination of service .
8. The registration of trade union is compulsory under trade union act.
9. Funds are only general fund s.

10. Temporary closing down of the establishment means lockout.

**Q.2 Answer the Following :**

(A) Explain the different types of Authorities under industrial dispute act 8

(B) difference between strike and lock out. 7

OR

(A) Explain trade union and kinds of funds in details 8

(B) define trade union and Registration of trade union under trade union act 1926 ? 7

**Q.3 Answer the following :**

(A) Explain provision related to health measures under factories act 8

(B) Rules regarding employee compensation when is employer liable for compensation 7

OR

(A) define factories act and welfare measures under it. 8

(B) distinguish between partial disablement and permanent disablement . 7

**Q.4 Answer the following :**

(A) Explain the ESI benefits given under employees state insurance act 1948 in details . 8

(B) what is medical benefits council under employees state insurance act in. Details. 7

OR

(A) Explain the casuses given under wages act for deduction from wages 8

(B) Discuss the eligibility and dis qualification for bonus under bonus act 7

**Q.5 Answer the following :**

(A) explain the payment of Gratuity act,1972 in detail . 8

(B) Who are the dependent under ESI and their benefits 7

OR

**Q.6 Shorts Notes :(Any 3) 15**

1. manufacturing process

2 Strike

3. Set on

4 Award

5. Work committee

**EXTERNALS**

Date :

FYBMS / Semester - II / Subject Code: UBMSFSII.3

Subject : Business Mathematics

N.B. 1. All the questions are compulsory

2. Figures to the right indicate full marks

Time: 2.5 Hours

3. Use of non-programmable calculators allowed

[75 Marks]

**Q.1 A) Fill in the blanks with the correct alternative: (any 8)****(8)**

1. If the payment of an annuity is made at the beginning of each period, the annuity is called \_\_\_\_\_.  
(Annuity due, Immediate annuity, Uniform annuity)
2. In EMI calculations, the rate of interest is compounded \_\_\_\_\_.  
(quarterly, yearly, monthly)
3. Supply is a \_\_\_\_\_ function of price.  
(Increasing, Decreasing, Constant)
4. The number of arrangements of n things taken r at a time is called \_\_\_\_\_.  
(Combination, Permutation, Factorial)
5. If A is a matrix of order m x n, then it contains \_\_\_\_\_ rows.  
(n, m, m · n)
6. A matrix with all element zero is called \_\_\_\_\_.  
(identity matrix, unit matrix, null matrix)
7. The Demand matrix is always a \_\_\_\_\_.  
(unit matrix, column matrix, square matrix)
8. The derivative of 17 w.r.t. x is \_\_\_\_\_.  
(1, 0, 17)
9. The derivative of log(x) w.r.t. x is \_\_\_\_\_.  
(1/x, 1, 0)
10. The relation between AR, MR and elasticity of demand ( $\eta$ ) is expressed as follows

$$\text{AR} = \text{MR} \left(1 - \frac{1}{\eta}\right), \text{MR} = \text{AR} \left(1 - \frac{1}{\eta}\right), \eta = \frac{\text{AR}}{\text{MR}}$$

**B) Match the column: (any 7)**

(7)

| A  | B   |
|--|---|
| 1. Annuity which is supposed to go on perpetually or endlessly         | a. Total revenue  |
| 2. For solving 3 linear equations, in 3 unknowns                       | b. Transpose matrix   |
| 3. A matrix obtained by interchanging rows and columns of given matrix | c. estimating the value of y for a value of x outside the range of given x values |
| 4. Second order derivative   | d. rate of change in x with respect to y  |
| 5. The product of price and demand                                     | e. Newton's Interpolation formula   |
| 6. $dy/dx$   | f. perpetual annuity  |
| 7. Forward Difference Operator   | g. Cramer's rule  |
| 8. Extrapolation   | h. 1  |
| 9. The values of $y = f(x)$ can be found using                         | i. $\Delta$   |
| 10. The value of $0!$ is   | j. $\frac{d^2y}{dx^2}$  |

**Q.2 A)** Rohail intends to take a loan of ₹ 2 lakhs and he wants to repay it in 5 years, with interest. Union Bank offers him the loan amount at 8% p.a. on monthly reducing balance. Bank of Baroda offers the loan at 9% p.a. flat interest rate. Decide the choice of bank Rohail should make by comparing the EMI's. (8)

**Q.2 B)** The difference between the simple interest and the compound interest on a certain principal for 4 years at 8% p.a. is ₹648. Find the principal. (7)

OR

**Q.2 C) (i)** Find the value of x, if  ${}^{15}C_7 + {}^{15}C_8 + {}^{16}C_9 + {}^{17}C_{10} = {}^{18}C_x$  (4)

(ii) In how many ways can 6 books on History, 5 books on Marathi and 4 books on Chemistry be arranged on a shelf in a row so that all the books on the same subject will always be together? (4)

**Q.2 D) (i)** If  $f(x) = 2x + 3$ , for  $0 < x \leq 3$  (4)  
 $= 3x - 1$ , for  $3 < x \leq 7$   
 $= x^2 + 4$ , for  $7 < x \leq 10$

Find  $f(1.6), f(4.3), f(8.2), f(3.4)$ .

(ii) If  $f(x) = kx - 3$  and  $f(3) = 6$ , then find the value of k. Hence find  $f(-1), f(2)$ . (3)

**Q.3 A)** Solve the following equations using Cramer's rule. (8)

$$\begin{aligned} 5x - y + z &= 5 \\ 3x + y - z &= 3 \\ 2x + 3y + z &= 10 \end{aligned}$$

Q.3 B) If  $A = \begin{bmatrix} 2 & 3 & 1 \\ 3 & 4 & 1 \\ 3 & 7 & 2 \end{bmatrix}$ , then find  $A^{-1}$ . (7)

OR

Q.3 C) If  $A = \begin{bmatrix} 2 & 5 \\ 1 & 3 \end{bmatrix}$ ,  $B = \begin{bmatrix} 1 & 1 \\ 3 & 2 \end{bmatrix}$  &  $C = \begin{bmatrix} 1 & 2 \\ 4 & 0 \end{bmatrix}$ . (8)

Show that : (i)  $A(B + C) = AB + AC$

(ii)  $(A + B)^T = A^T + B^T$

Q.3 D) For the following input-output model, find total outputs if demands are increased to 110 and 140 respectively. (7)

| Industry | Consumption by |    | Final Demand | Total Output |
|----------|----------------|----|--------------|--------------|
|          | 1              | 2  |              |              |
| 1        | 50             | 60 | 80           | 190          |
| 2        | 30             | 50 | 80           | 160          |

Q.4 A) Find  $dy/dx$  if, (8)

(i)  $y = (2x^5 - 3x + 225)(\log x + 1)$

(ii)  $y = \frac{(x^2 - 7x + 13)}{e^{x-1}}$

Q.4 B) Examine for maxima and minima of the function  $f(x) = 2x^3 - 6x^2 - 48x + 11$ . (7)

OR

Q.4 C) The total cost function is given by  $C = 10x^3 - 3x^2 + 4x + 25$ . Find the total cost, average cost, marginal cost & marginal average cost when  $x = 10$ . (8)

Q.4 D) The demand function is  $D = \frac{p+3}{p-1}$ , where  $D$  = demand and  $p$  = price. Find the elasticity of demand when the price is 5. (7)

Q.5 A) Using Newton's Backward Difference Interpolation, find the number of employees with salary below ₹ 10,000. (8)

|                  |                |                |                |                 |                  |
|------------------|----------------|----------------|----------------|-----------------|------------------|
| Salary           | 6000 -<br>7000 | 7000 -<br>8000 | 8000 -<br>9000 | 9000 -<br>10000 | 10000 -<br>11000 |
| No. of Employees | 4              | 6              | 14             | 28              | 48               |

**Q.5 B)** Construct a difference table for  $f(x) = 5x^2, x = 0(1)4$ . Hence find  $f(3.6)$  using Newton's Forward Difference Formula. (7)

**OR**

**Q.5 C) Write Short notes on: (Any 3 out of 5)** (15)

- a. Difference between simple interest and compound interest.
- b. Types of matrices
- c. Explain demand function and supply function with suitable examples.
- d. State without proofs derivatives of standard functions.
- e. Explain the concept of interpolation and extrapolation.

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N.B.1. All the questions are compulsory

2. Figures to right indicate full marks

Q.1. A. Fill in the blanks (10 Sentence each with three options Any 8)

8 Marks

1. Public relation professionals often need to \_\_\_\_.  
( lie/ multitask/ manipulate)
2. RTI application should be submitted to \_\_\_\_.  
(PIO/POI/PEA)
3. In the AIDA formula 'I' stands for \_\_\_\_\_. (inquiry/ image /interest)
4. Participants in a conference \_\_\_\_ voting rights.  
( have /do not have/ may)
5. Employees speak frankly and fearlessly in an \_\_\_\_\_ interview.  
(Grievance/Reprimand/Exit)
6. Individual or Committee report is determined by the number of \_\_\_\_ preparing it.  
(persons/ papers/ managers)
7. A consumer redressal letter is drafted like any other \_\_\_\_ letter.  
(complaint/ sales /adjustment)
8. The Right to information Act was passed in the year \_\_\_\_.  
( 2005 /2006/ 2007)
9. A job interview is also known as a \_\_\_\_ interview.  
( selection /selector/ segregation)
10. Attending to complaints is known as \_\_\_\_\_. (claims/adjustment/ reimbursement)

Q.1. B. State whether the following statements are True or False

7 Marks

(10 Sentence each with three options Any 7)

1. In an interview, questioning is more important than listening.
2. The objective of the meeting should be communicated well in advance.
3. Public relations officers must stay away from the media.
4. The time and duration of the meeting should be according to the convenor's convenience alone.
5. The word conference is derived from the Latin word 'confer'.
6. The complainant should be thanked.
7. Language in a report should be very simple.
8. Offering a discount is a bad sales strategy.
9. The introductory paragraph of the sales letter performs a very important function of inducing the customer to action.
10. RTI promotes transparency and accountability in the working of every public authority.

Q.2. A. Define interview. Explain the role of an interviewer & interviewee. (8)

Q.2. B. What is a Conference? Discuss the various ways to ensure the successful organisation of a conference. (7)

OR

Q.2.C. Define Public Relations. List and explain any five methods of promoting External Public Relations in an organisation. (8 )

Q.2. D. Define Crisis Management? Explain its types. How can Public Relation Department help in managing crisis situation. (7)

Q.3.A. Your cousin is getting married next month for which you require 50 traditional dresses. Write a letter of inquiry to ManMohan Dresses enquiring about price list & catalogue for purchase. (8)

Q.3 B. Write a letter to Ola cabs complaining about the rash driving and rude behavior of the drivers.(7)

OR

Q.3 C.Draft an investigative report on the staff turnover in German Travels. (8)

Q.3D. Draft notice and agenda for the monthly board meeting of Anita Travels Pvt. Ltd, Mahalaxmi, Mumbai. (7)

Also Draft resolutions for the following:

i) appointment of the Director ii) Resignation of a senior employec

Q.4 A. Write a sales letter to sell home cooked food. (8)

Q.4 B.You recently purchased a Samsung Galaxy 23 Ultra which was found to be defective as the touch panel was not functioning .Write a Letter to the appropriate Consumer Grievance Redressal Forum to get you a refund and a compensation of 50,000 for the mental trauma you suffered at the hands of the dealer. (7)

OR

Q.4 C. You had applied for admission to the University of Mumbai and issuance of your marksheet. Write a letter under the RTI Act seeking reasons behind the denial of admission and delay in mark sheet.(8)

Q.4 D. Q.4 D. Summarize the following passage giving it a suitable title. (7)

The term 'soft skills' refers to a group of skills and personal qualities that present-day employers look for and value in their employees. Soft skills relate to excellent communication skills, both spoken and written, positive personality traits, social skills and personal attitudes. In this sense, soft skills complement hard skills, which have to do the technical requirements of a job. Hence, you may have the right professional qualifications, be academically brilliant and perhaps even have the required work experience, but you will be successful in an organisation only if you know, for example, how to work as part of a team or how to get along with both your senior and junior colleagues. In other words, soft skills are all about how you deal with

people. They are very important in the present-day professional context that requires constant interaction and communication. Thus, it is not surprising that very often, an interviewer talking to two different candidates with equally impressive CVs, decides in favour of the one who seems relaxed, open, friendly and well-adjusted. Of course, neat personal appearance and pleasing personality also makes a positive impression in such situations.

While soft skills are acquired early in life and depend to a great extent on the environment in which you were brought up, they can also be consciously learnt. The process could begin either by asking someone who knows you closely to decide whether you possess the soft skills concerned or through an honest self-appraisal. You can begin by looking at some of the soft skills recommended by behavioural training experts.

In short, soft skills are personality traits that determine a person's interaction with others and the ability to be successful at work. Soft skills complement a person's professional skills and affect his or her performance at work, relationships with colleagues and career prospects. Some important soft skills employers look for in the people they employ are attitude, adaptability, goal setting, motivation, time management, stress management, critical thinking and problem solving, team work and leadership.

Q. 5. Short Notes (out of 5 Any 3)

15 Marks

1. Steps to conduct appraisal interview
2. Ingredients of a group discussion
3. Types of Conferences
4. Activities of the Public Relation Department
5. Advantages of a meeting

XX

FYBMS

SEM -II REGULAR & ATKT

Subject: Foundation Course -II  
75 Marks

N.B.1. All the questions are compulsory

2. Figures to right indicate full marks

Q.1. A. Fill in the blanks (10 Sentence each with three options Any 8) [8]

1. \_\_\_\_\_ refers to coerced movement of people away from their home.

- A. Local Migration      B. Mass migration      C. Forced migration

2. The act of cutting down trees for agriculture or other commercial purposes is known as \_\_\_\_\_.

- A. Desertification      B. Acid Rain      C. Deforestation

3. In which state the number of farmer's suicides is the highest?

- A. Maharashtra      B. Karnataka      C. Madhya Pradesh

4. \_\_\_\_\_ has made primary education as a fundamental right.

- A. Right to Equality      B. Right to Constitutional Remedies      C. Right to Education

5. The basic human freedoms granted by the Constitution to every Indian citizen are known as \_\_\_\_\_.

- A. Directive Principles      B. Fundamental Rights      C. Fundamental Duties

6. Every year 10th December is celebrated as \_\_\_\_\_.

- A. World Tourism Day      B. World Environment Day      C. Human Rights Day

7. What is the full form of UDHR ?

- A. Universal Declaration of Human Rights      B. Ubiquitous Declaration of Human Rights  
C. United Declaration of Human Rights

8. The primary agent of a social change is \_\_\_\_\_.

- A. Media      B. School      C. Family

9. As per the new industrial policy 1991, licensing is required only in \_\_\_\_ industries.

- A. Five      B. Six      C. Seven

10. Economic liberalization was adopted by which Prime Minister?

- A. Mr. Manmohan Singh      B. Mr. Rajiv Gandhi      C. Mr. Narsimha Rao



- N.B. 1. All the questions are compulsory  
2. Figures to the right indicate full marks

Time: 2.5 Hours  
75 Marks

**Q.1A: Select the correct answer / option and rewrite the complete sentence again: (8)**

(Answer any 8 from the given 10 sub questions)

1. Business is a form of \_\_\_\_\_ activity.

(Economic, non-economic, social)

2. Business environment is \_\_\_\_\_.

(static, multi-faceted, simple to understand)

3. \_\_\_\_\_ is the moral fabric of society.

(culture, ethics, belief)

4. The members of the society include \_\_\_\_\_.

(media, general public, Both of these)

5. Socialist economy is for reducing \_\_\_\_\_.

(inequality, equality, poverty)

6. \_\_\_\_\_ audit is compulsory.

(financial, social, management)

7. \_\_\_\_\_ can pressurise business concerns to comply with present rules and regulations.

(competitors, creditors, government)

8. Technology changes fast in case of \_\_\_\_\_ industry.

(FMCG, electronics, chemicals)

9. Michael Porter's five forces model provide useful input for \_\_\_\_\_ analysis.

(Economic, market, swot)

10. In the last three years, highest FDI inflow is in \_\_\_\_\_ in India.

(service sector, telecommunication sector, power sector)

**Q.1B: State whether the following are true or false (Any 7 out of 10)**

(7)

1. FDI is one of the ways of globalisation.

2. MNCs have branches in other countries-

3. MNCs have no market excess in other countries

4. A Niche market is a small market segment

5. Technology ease make more technologies possible

6. Culture has no impact on people, consumption of good and service

7. Taxation is major source of government
8. judiciary is important for enacting laws
9. The government place a very active role in all economies
10. Technological changes don't affect people working in an organisation

Q.2 A) Explain the features of public corporation and a government company. (7)

Q.2 B) Explain sole trading and partnership forms of business and organizations. (8)

OR

Q.2 C) Define business environment. Explain its characteristics. (7)

Q.2 D) Explain briefly any 5 components of macro environment. (8)

Q.3 A) Explain the internal environment factors of micro environment. (7)

Q.3 B) Explain the role of government in business. (8)

OR

Q.3 C) What is Capitalism? Explain its advantages and disadvantages. (7)

Q.3 D) List the features and objectives of corporate governance, and state its importance. (8)

Q.4 A) Explain the impact of technology on business. (7)

Q.4 B) Explain in detail porter's five forces. (8)

OR

Q.4 C) Explain competitive strategies for market challengers. (7)

Q.4 D) Explain different stages of globalization. (8)

Q.5 A) Explain merit and demerits of MNC's. (7)

Q.5 B) Explain the challenges faced by international business. (8)

OR

Q.5 C) Write Short notes on (Any 3 out of 5) (15)

1. Co-operative societies.
2. Legal environment.
3. Consumer Protection.
4. Social Audit.
5. Sunrise sectors in India

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**NOTE - Draw diagrams wherever necessary**  
**All questions have internal choice.**  
**All questions are compulsory.**  
**Figures to the right indicate full marks.**

Q1) (A) Choose the correct answer and rewrite the statement attempt (Any 8) (8)

- 1) \_\_\_\_\_ is the father scientific management was the first person to consider management as a science  
(a) Peter drucker (b) Louis Allen  
(c) Henry Fayol (d) Mayo Alto
- 2) The professionals normally charge \_\_\_\_\_  
(a) fees (b) interest  
(c) profit (d) surplus
- 3) \_\_\_\_\_ refers to the line of command  
(a) Order (b) Scalar chain  
(c) Unity of command (d) Unity of direction
- 4) Planning helps to \_\_\_\_\_ risks  
(a) minimize (b) balance  
(c) maximise (d) increase
- 5) Managers need to make \_\_\_\_\_ decision , so as to generate higher returns than the cost incurred  
(a) flexible (b) quick  
(c) cost effective (d) casual
- 6) The \_\_\_\_\_ organisation structure uses two or more coexisting structures  
(a) line (b) line and staff  
(c) autocratic (d) matrix
- 7) \_\_\_\_\_ refers to concentration of authority in the hands of top level management  
(a) Decentralization of authority (b) Centralization of authority  
(c) Departmentaion of authority (d) Delegation of authority
- 8) \_\_\_\_\_ was develop'd by Du Pont Company for the purpose of scheduling  
(a) CSR (b) CPM  
(c) PCM (d) PERT
- 9) \_\_\_\_\_ is a process of monitoring actual performance and taking corrective measures  
(a) Controlling (b) Co-ordination  
(c) Motivation (d) Directing
- 10) In \_\_\_\_\_ the superior and Subordinates jointly define goals and frame plans  
(a) PERT (b) MBO  
(c) CPM (d) CSR

Q1(B) State true or false for the following (Any 7) (7)

- 1) Management is a social science
- 2) The lower level management require more technical skills
- 3) Planning may or may not be goal oriented.
- 4) Managers always operate from their own independent firms
- 5) The first step in directing is to set specific and realistic goals
- 6) Formal organisation leads to grapevine in the organisation



- 7) Sociocratic style is more followed in government organisation
- 8) Organisation establishes relationships among various persons working in the organisation
- 9) Management theories and Principles apply only to large corporations
- 10) PERT & CPM technique can be used for planning

**Q2** Answer any one (a and b) or (c and d) of the following. (15)

- a) Define Management? Bring out its nature and characteristics
- b) Explain Henry Fayol's principles of Management

**OR**

- c) Explain the Managerial Grid with diagram.
- d) State the significance of Management

**Q3** Answer any one (a and b) or (c and d) of the following. (15)

- a) Discuss the process of Planning
- b) What do you mean by Decision making? State any four techniques of decision making

**OR**

- c) State the elements of Planning
- d) Discuss the importance of decision making

**Q4** Answer any one (a and b) or (c and d) question from the following (15)

- (a) Explain importance of organising.
- (b) Examine the features of line organisation and state its benefits

**OR**

- (c) What is Formal organisation? State its advantages
- (d) Write a note on Departmentation.

**Q5** Attempt A and B or Write short notes on the following. (15)

- A) What do you mean by directing? Discuss the steps of directing
- B) What are the qualities of a good leader.

**OR**

**Q5** Write short notes on any three of the following (15)

- 1) Informal organisation
- 2) Need for planning
- 3) Authority and responsibility
- 4) Span of Control
- 5) CSR