Q.P. CODE: 35125

[Time: 2.30 Hours] **[Marks:75]**

Please check whether you have got the right question paper.

N.B: 1. All questions are compulsory.
2. Answer to sub-questions must be written together.

Q.1. A. Choose the right answer (Any eight) (8 marks)

1. Marketing is a systematic process of identifying _____ needs and wants. (customer, dealer, supplier)
2. The _____ concept of marketing lays emphasis on conservation of environment (marketing, societal, holistic)
3. The _____ environment studies human population with reference to its size, density, distribution, etc. (Demographic, Economic, Political)
4. _____ is the process of testing the feasibility of the new product before commercialization. (MIS, Test marketing, Branding)
5. The starting point of all marketing activities is _____ (price, product, place)
6. _____ is not a stage in Product life cycle (Growth, Decline, Continuity)
7. Brand _____ involves purchasing brand repeatedly over a period of time. (Loyalty, association, awareness)
8. _____ refers to subdividing a larger market into small markets. (Market Segmentation, Niche Marketing, Marketing research)
9. _____ is an important element of behavioural segmentation. (Buying Motives, Gender, Region)
10. Positioning gives the product _____ (USP, PSU, UPS)

Q.1.B. State whether the following statements are True or False (Any Seven) (7 marks)

a. Marketing facilitates satisfaction of human wants.
b. Price mix includes discounts.
c. A stable environment is very much necessary for business growth.
d. Marketing is influenced only by micro environmental factors.
e. Marketing research includes only consumer research.
f. The variables in marketing mix are independent of each other.
g. Generally, at growth stage, advertising is undertaken to create awareness
h. PLC resembles human life cycle
i. Target market should be adequately profitable.
j. Under product user strategy, a product is associated with a user.

Q2. a. What do you mean by marketing? Discuss its functions (8 marks)

b. Discuss the 4C's of marketing (7 marks)

597FE726D9C2FC5256565FB69749691C

OR

Q2. c. Explain the concepts: (8 marks)

i. Production concept
ii. Product concept
iii. Selling concept
iv. Relationship Concept

d. Discuss the factors affecting consumer behavior (7 marks)

Q3. a. Explain the factors in the micro environment of business (8 marks)

b. What do you mean by marketing environment? Explain the features (7 marks)

OR

Q3. c. Discuss any two types of marketing research (8 marks)

d. What do you mean by MIS? Discuss its importance (7 marks)

Q.4. a. Discuss the various levels of a product (8 marks)

b. "Sometimes new products fail in the market" Comment (7 marks)

OR

Q4. c. Explain the steps in new product development (8 marks)

d. Explain the product life cycle in detail (7 marks)

Q.5. a. What is segmentation? Discuss its importance (8 marks)

b. Discuss the types of targeting (7 marks)

OR

Q.5. Short Notes (Any three) (15 marks)

i. Objective of pricing
ii. Importance of branding
iii. Social Marketing
iv. Advantages of e-marketing
v. Limitations of internet marketing

597FE726D9C2FC5256565FB69749691C

Time : 2.5 Hrs. **Marks : 75**

Note :- 1) All the questions are compulsory subject to internal choice.

2) Figures to right indicate full marks.

Q1(A) State whether the following statements are True or False. (Any 7) (07)

1 Forces that energize, direct, and sustain a person's efforts refers to motivation.
2 To be effective, an organization must have clearly defined sets of goals and objectives.
3 First-line supervisors are responsible for directing the day-to-day activities of operative employees.
4 The four processes of management consist of controlling, leading, planning and outsourcing
5 Organizations that are more efficient are effective
6 Mintzberg found that mangers carefully processed information before deciding what actions to take.
7 Middle managers spend more time on leading than on any of the other management function.
8 A major advantage of the Delphi technique over other group decision-making techniques is that bias effects of group interactions are eliminated.

9 The effective leader of the future must recognize that societal trends encourage the shift towards greater participation of non-managerial employees in decision-making.

10. Management theories and principles apply only to large corporations, not small businesses.

Q1(B) Fill in the blanks choosing the correct alternatives. (Any 8) (08)

1 Which level of management is not involved in quality based management?

a. upper management.
b. middle management.
c. first line management.
d. none (all are involved).

2 One of the following is not associated with social responsibility?

a. social commitment
b. social concern
c. social programme
d. social structure

3 Directing is the primary responsibility of:

a. top management.
b. first line supervisors.
c. middle management.
d. board of directors.

F71278795FCE3F0CE8C66356A8429DA7

4 staff authority works as

a. chain of command
b. channel of communication
c. career responsibility
d. advice on certain matters

5 The first step in management by objectives is:
a. objectives are set for each department.
b. objectives are matched with results.
c. employees are rewarded for achieving goals.
d. managers set goals for their departments.

6 The General Manager's meeting was most likely a result of the following management function:

a. Organizing
b. Planning
c. Decision-Making
d. Controlling

7 ____ plans have clearly defined objectives.

a. Directional
b. Flexible
c. Specific
d. Standing

8 Time and motion studies are:

a. studies of the tasks performed to complete a job and the time needed to do each task.
b. studies of the work process in order to find the most efficient way of doing things and then teaching people these techniques.
c. studies of motivation.
d. none of the above

9. Coordinating people and human resources to accomplish organizational goals is the process of:

a. planning.
b. directing.
c. management.
d. leadership.

10 In the twenty-first century the four functions of management are:

a. monitoring, organizing, suggesting, and accommodating employees.
b. planning, organizing, controlling, and leading employees.
c. planning, organizing, suggesting, and accommodating employees.
d. monitoring, suggesting, journaling, and accommodating employees

F71278795FCE3F0CE8C66356A8429DA7

Q 2	(A)	Discuss the role of Peter Drucker in the development of Management concept	(08)
	(B)	What are the levels of management? Briefly discuss the levels of management	(07)
		OR	
	(C)	Explain Managerial Grid	(08)
	(D)	Briefly point out the striking features of the contingency approach	(07)
Q 3	(A)	Define Planning. Discuss the steps in managerial planning.	(08)
	(B)	'Decision-making is the primary task of manager' Comment.	(07)
		OR	
	(C)	Explain Functional Organisation and its advantages.	(08)
	(D)	Explain Departmentation and its importance in the organization.	(07)
Q 4	(A)	Distinguish between Centralization and decentralisation	(08)
	(B)	State the factors determining Span of Control	(07)
		OR	
	(C)	What is delegation? Explain the difficulties for promoting delegation in an organisation	(08)
	(D)	Discuss the principles of Direction	(07)
Q 5	(A)	What is leadership? State its necessity in an organization.	(08)
	(B)	Define Green management. Enumerate its need and importance in an Organisation.	(07)
		OR	
		Attempt any three	(15)
	1	Matrix Organisation	
	2	Management Audit	
	3	Techniques of effective Co-oordination	
	4	Management by Objectives	
	5	Importance of controlling	

F71278795FCE3F0CE8C66356A8429DA7

Q.P. Code :12105

[Time: 2:30 Hours] **[Marks:75]**

Please check whether you have got the right question paper.

N.B: 1. Figures to the right indicates the marks assigned.
2. All questions are compulsory.

Q.1 a) Fill in the Blanks (any 8) 08

1. _____has ultimate control over the affairs of the factory
2. Permanent closing down of an establishment is called_____
3. Safety officers shall be employed when there are or more workers employed.
4. Any person who has attained the age of_____years may be a member of a registered trade union.
5. An appeal shall lie to the_____from the order of a commissioner under Workmen's Compensation Act, 1923.
6. Employer is required to contribute _____% of the wages of an employee as contribution to the under the Employees State Insurance Act.
7. When an employee is incapacitated of doing any work which he was performing at the time of accident, it is known as_____ disablement.
8. Fine cannot be recovered in under Payment of Wages Act, 1936.
9. Maximum amount of bonus payable is _____under Payment of Bonus Act, 1965.
10. An employee is entitled to gratuity after continuous service of _____years.

b) State True or False (any 7) 07

1. Retrenchment means termination of the employee other than disciplinary action.
2. Temporary closing down of the establishment means Lockout.
3. In a trade union contribution towards political fund is compulsory.
4. Providing crèches facility is a welfare provision
5. Accident means some expected & planned event happening.
6. The Employee's Compensation Act 1923 does not apply to persons employed in plantations
7. Employer's contribution is 15% of the wages of the employee under Provident Fund Act
8. Maximum fine that can be imposed is 5% of the wages of an employee.
9. The bonus is to be paid out of the available surplus.
10. Gratuity is not required to be paid to employees working in seasonal establishment.

Q.2 **Answer the following**

a) What are the various methods for settlement of industrial disputes under industrial disputes Act 08

b) What are the rights & liabilities of registered trade union under Trade Union Act? 07

OR

a) State & explain the procedures for retrenchment of the workers under Industrial Dispute Act, 1947? 08

b) What are the objects on which general funds of a trade union may be spent? 07

597FE726D9C2FC5256565FB697F793CB

Q.P. Code :12105

Q.3 **Answer the following**

a) Explain the provisions relating to Health measures? 08

b) Bring out the difference between Partial & Total disablement? 07

OR

a) Explain the provisions relating to welfare measures? 08

b) Explain the nature of Employer's liability under Workmen's Compensation Act, 1923? 07

Q.4 **Answer the following**

a) Explain the Employees Deposit Linked Insurance Scheme? 08

b) Enumerate the different benefits under Employees State Insurance Act, 1948? 07

OR

a) Explain the laws relating to contribution under Provident Fund Act, 1952? 08

b) What are the obligations of employer under Employees State Insurance Act? 07

Q.5 **Answer the following**

a) Explain the deductions under Payment of Wages Act, 1936? 08

b) Explain the concept of available surplus & allocable surplus? 07

OR

Q.5 **Write Short Note (any 3)** 15

a. Nomination under Gratuity Act, 1972
b. Strike under Industrial Dispute Act, 1947
c. Manufacturing Process
d. Calculation & Amount of compensation under Workmen Compensation Act
e. Employee Pension Scheme

****

597FE726D9C2FC5256565FB697F793CB

Q. P. Code: 33877

Time: 2 ½ hours Marks: 75

Note: 1) All Questions are compulsory.
2) Figure to the right indicates full marks.

1. A Choose the correct alternatives (any eight) (08)

(i) Liberalisation is based on _____ ideas.
(Capitalist, Socialist, Communist)

(ii) Economic liberalisation was adopted by Prime Minister _____.
(Mr. Manmohan Singh, Mr. Rajiv Gandhi, Mr. Narasimha Rao)

(iii) Article _____ of the Constitution abolished the practice of untouchability.
(15, 16, 17)

(iv) The objective of Right to Freedom of Religion is to sustain the principle of _____.
(Communalism, Regionalism, Secularism)

(v) _____ factor is formed of all living organism.
(Biotic, Abiotic, Robotic)

(vi) _____ directly feed on producers.
(Herbivores, Omnivores, Carnivores)

(vii) _____ arises when goal directed behaviour is blocked or thwarted.
(Frustration, Stress, Conflict)

(viii) Eustress is also known as _____.
(Positive, Negative, Neutral)

(ix) _____ means forming close associations with trusted friends and co-workers.
(Networking, Relaxation, Social support)

(x) Win-Win is the outcome of _____ strategy.
(Collaborating, Compromising, Smoothing)

1. B State whether the statement is True or False (07)

(i) The process of moving for a period of time in response of labour or climate conditions is called asseasonal migration.

(ii) In India, the concept of privatisation gained importance in the post reform period since 1991.

2A54EA7F45EC1BBD90B6885F7C435A12

Q. P. Code: 33877

(iii) Magna Carta was signed in 1215.
(iv) Article 14 of Indian Constitution provides for Equality before Law.
(v) Overuse of the renewable resources for short gain may shorten a country's long term economic future.
(vi) Degradation occurs when earth's natural resources are depleted.
(vii) Stress aggravates diabetes.
(viii) Intergroup conflict occurs within an individual.
(ix) Addressors do not possess risk taking attitude.
(x) Concealers don't believe in taking risks.

2. What is liberalisation? What are the benefits and limitations of liberalisation? (15)

OR

Explain the concept of globalisation? Examine the impact of globalisation on employment.

3. Define Human Rights. What are the characteristics of human rights? (15)

OR

Briefly explain Fundamental Rights as enshrined in Indian Constitution.

4. What is environmental degradation? What are its causes? (15)

OR

Discuss the importance of ethics in an individual's development.

5. Explain various strategies for coping with conflict. (15)

OR

Write short note on (any three):

(a) Causes of migration
(b) Magna Carta
(c) Need for sustainable development
(d) Causes of stress
(e) Types of individual conflicts

****

2A54EA7F45EC1BBD90B6885F7C435A12

Q. P. Code: 33877

वेळ: २ तास ३० मी गुण: ७५

सूचना: १) सर्व प्रश्न अनिवार्य आहेत,

२) उजवीकडील अंक पूर्ण गुण दर्शवितात.

३) आवश्यकता वाटल्यास इंग्रजी प्रश्नपत्रिका पहावी.

१.अ)योग्य पर्याय निवडा.(कोणतेही आठ) ०८

१. उदारीकरण.....कल्पनेवर आधारित आहे.
(भांडवलशाही,समाजवादी,साम्यवादी)

२. आर्थिक उदारीकरण पंतप्रधान.....यांनी स्वीकारले होते.
(श्री.मनमोहन सिंग,श्री.राजीव गांधी,श्री.नरसिंहराव)

३. राज्यघटनेच्या कलम .....ने अस्पृश्यतेची प्रथा नष्ट झाली.
(१५,१६,१७)

४. धार्मिक स्वातंत्र्याच्या हक्काचा उद्देश .....तत्वाला आधार देणे आहे.
(जातीयवाद,प्रांतवाद,धर्मनिरपेक्षता)

५. .....घटक हे सर्व जीवित जीवांचे प्रकार आहे.
(जैविक,अजैविक,रोबोटिक)

६. .....हे उत्पादकांकडून थेट अन्न मिळवतात.
(शाकभक्षक,सर्वभक्षक,मांसभक्षक)

७. जेव्हा उद्देश आदेश वर्तणूक हि अवरोधित किंवा विफल होते तेव्हा .....निर्माण होते.
(विफलता,ताण,संघर्ष)

८. लाभदायक तणाव .....ताण म्हणून सुद्धा ओळखला जातो.
(सकारात्मक,नकारात्मक,तटस्थ)

९. विश्वासू मित्र आणि सहकाऱ्यांसोबत मिळून जवळीक साधणारी संघटना स्थापण करणे म्हणजे.....होय.
(नेट्वर्किंग,विरंगुळा,सामाजिक आधार)

१०. जिंकणे-जिंकणे हा .....या धोरणाचा परिणाम आहे.
(सहयोग,तडजोड,सुरळीतपणा)

१.ब) खालील विधाने चूक कि बरोबर आहेत ते सांगा.(कोणतेही सात) ०७

१. काम किंवा हवामान परिस्थितीमुळे काही काळाकरिता दुसऱ्या ठिकाणी स्थलांतरित होणे म्हणजे हंगामी स्थलांतर असे म्हणतात.

2A54EA7F45EC1BBD90B6885F7C435A12

Q. P. Code: 33877

२. भारतात खाजगीकरणाच्या संकल्पनेचा महत्वाचा फायदा हा १९९१ पासून सुधारणेनंतरच्या काळात झाला.

३. मैग्ना कार्टा १२१५ मध्ये आला.

४. भारतीय राज्यघटनेचे कलम १४ कायद्यापुढे समानता देते.

५. पुनर्वापरयोग्य संसाधनाचा अल्प फायद्यासाठी अतिरेकी वापर हा देशाचे दीर्घकालीन आर्थिक आयुष्य कमी करू शकते.

६. जेव्हा पृथ्वीवरील नैसर्गिक संसाधनांचा क्षय होतो तेव्हा पर्यावरणाचा ऱ्हास घडून येतो.

७. तणावामुळे मधुमेह तीव्र होते.

८. आंतर-गट संघर्ष एखाद्या विशिष्ठ व्यक्तीत घडून येतो.

९. संबोधनकार जोखीम घेण्याची प्रवृत्ती स्वीकारत नाही.

१०. गुपित ठेवणार्यांचा जोखीम पत्करण्यावर विश्वास नसतो.

२. उदारीकरण म्हणजे काय?उदारीकरणाचे फायदे आणि मर्यादा काय आहेत? १५

किंवा

जागतिकीकरणाची संकल्पना स्पष्ट करा.जागतिकीकरणाचा रोजगारावरील परिणाम तपासा.

३. मानवी हक्कांची व्याख्या द्या.मानवी हक्कांची वैशिष्ट्ये काय आहेत? १५

किंवा

भारतीय राज्यघटनेत समाविष्ट असलेले मुलभूत हक्क थोडक्यात स्पष्ट करा.

४. पर्यावरणाची अवनती म्हणजे काय?त्याची कारणे काय आहेत? १५

किंवा

वैयक्तिक विकासातील नितीतत्वांच्या महत्वावर चर्चा करा.

५. संघर्षाला तोंड देण्यासाठी विविध धोरणे स्पष्ट करा. १५

किंवा

टीपा लिहा.(कोणत्याही तीन)

अ. स्थलांतराची कारणे

ब. मैग्ना कार्टा

क. शाश्वत विकासाची गरज

ड.तणावाची कारणे

इ.वैयक्तिक संघर्षाची कारणे

2A54EA7F45EC1BBD90B6885F7C435A12

Q.P. Code :31980

[Time: $2\frac{1}{2}$Hours] **[Marks:75]**

Please check whether you have got the right question paper.

N.B:
1. All questions are compulsory
2. In Q.1 attempt both the sub-parts A&B.
3. Figures to the right indicate marks.
4. Use of non-programmable calculator is allowed.

Q.1 A) Choose the correct alternative (any eight) **08**

1. In _____years, Rs,8000 will amount to Rs.8840 at 3.5% p.a. simple Interest
   (a) 2
   (b) 3
   (c) 5
   (d) 6

2. An annuity in which the number of payments are infinite is called_____
   (a) Infinity
   (b) Infinite
   (c) Limited annuity
   (d) Perpetuity

3. f(x) = 5x -9 is_____
   (a) an exponential function
   (b) not a function
   (c) A linear function
   (d) A quadratic function

4. ${}^{n}p_{r}$ = _____
   (a) $\frac{ncr}{r!}$
   (b) $(r!)^n$
   (c) $(r! \times {}^{n}c_{r})$
   (d) None of these.

5. A Square matrix whose non-diagonal elements are all zero and the diagonal elements are all equal is called _____
   (a) Scalar
   (b) Square
   (c) Diagonal
   (d) none of these

6. If 2 rows or 2 columns of a determinant are equal then the value of the determinant is _____
   (a) Zero
   (b) Unity
   (c) Double
   (d) none of these

F97DC588E8A52B3F0029A05F9CD31DBB

Q.P. Code :31980

7. Derivative of a function y with respect to x _____
   (a) can be bought through a stock broker
   (b) is a remainder
   (c) is a measure of rate of change
   (d) none of these

8. The total cost is $C=3000+2x+x^2$, when x=5, the marginal cost is_____
   (a) 6
   (b) 20
   (c) 12
   (d) 300

9. If f(x) is a polynomial of degree $'n' then\ \Delta^n f(x) =$_____
   (a) Zero
   (b) One
   (c) Non-zero constant
   (d) Variable

10. At equilibrium point, supply =_____
    (a) Profit
    (b) Demand
    (c) Loss
    (d) None of these

B) State True or False (any 7) **07**

1) e^x is not an exponential function.
2) Order of a matrix is never zero
3) An annuity in which the number of payments is fixed is called fixed annuity.
4) If 2 rows or columns of a determinant are interchanged then the value of determinants remains same.
5) Two matrices can be multiplied only if their order are same.
6) Second order derivative is derivative of derivative.
7) ${}_nC_r + {}_{n+1}C_r = {}_{n+1}C_{r+1}$
8) When transpose of a matrix is same it is called symmetric matrix.
9) If η>1 the demand is said to be elastic.
10) At breakeven point revenue is same as total cost.

Q.2 A i) Find the maturity amount of a 2 years fixed deposit of Rs.1,00,000 at 10% p.a. if the interest is compounded semi-annually. **03**

ii) Given **04**

$$f(x) = x - 2 \ for\ 1 < x \leq 2$$
$$= 2x - 1 \ for\ 2 < x < 4$$
$$= 25 \ for\ 4 \leq x \leq 5$$

Find f(2),f(4) and f(5). Also find x when f(x) = 5

B A Loan of Rs.80,000 is to be returned in 3 equal monthly installments at the rate of 12% p.a. Compounded monthly. Find the EMI using the reducing balance method. Find the interest and principal repayment for each month. **08**

F97DC588E8A52B3F0029A05F9CD31DBB

Q.P. Code :31980

OR

P i. In how many ways can the letters of the word 'DONKEY' be arranged, if the vowels are never together. **03**

ii. In how many ways can the letters of the word 'STUPID' be arranged if the arrangements start and ends with vowels. **04**

Q A watch company is to produce a cheaper variety of wrist watches. It involves initially a fixed cost of Rs.2 Lakhs and a variable cost of Rs.105 for each wrist watch. If each wrist watch can be sold at Rs. 500, find the total cost function, the total revenue function and the profit function. How many wrist watches must be produced and sold so that the company does not incur any loss. **08**

Q.3 A i) If $A = \begin{bmatrix} 2 & -1 \\ 1 & 3 \end{bmatrix}$, find the matrix , $A^2 + 3A - 5I$ **04**

ii) $A = \begin{bmatrix} 2 & -2 & -4 \\ -1 & 3 & 4 \\ 1 & -2 & -3 \end{bmatrix}$ Show that $A^2 = A$ **04**

Q.3 B Solve following equations using cramer's rule **07**

$3x + 3y - z = 11$
$2x - y + 2z = 9$
$4x + 3y + 2z = 25$

OR

P The input –output matrix for two industry case is given below **08**

Industry	Consumption by Industry		Final Demand	Total Output
	1	2		
1	100	200	100	400
2	200	300	200	700
Input	100	200		

Find total outputs if demands are $\begin{bmatrix} 300 \\ 500 \end{bmatrix}$
and Labour requirement for this output. Also find the total input requirement.

Q. Solve the equations using matrix Inversion method **07**

$3x + 2y + 4z = 2, \quad x - 2y - z = 6$
$x + 2y - 6z = -2$

Q.4 A Find dy/dx if, **08**

i) $y = (x + 2)^2 log x$
ii) $y = (x^2 - 3x + 5)/e^x + 1$

B Find maxima and minima for the function given below **07**

$f(x) = x^3 - 2x^2 + x + 10$

F97DC588E8A52B3F0029A05F9CD31DBB

OR

P The demand for a commodity when its price is x is given by; **07**
$y = \frac{2x+5}{3x-4}$. Find the elasticity of demand when the price is 5 units.

Q By preparing the forward difference table find the 6^{th} and 7^{th} terms of the sequence **08**
i) 6, 11, 18, 27, 38
ii) 8, 3, 0, -1, 0

Q.5 **A** A machine is bought at Rs.80,000 has effective life of 4 years. A sinking fund is created for replacing the machine by a new model at the end of its lifetime, when its scrap value is Rs.5000. The price of the new model is estimated to be 25% higher than the present price. Find out what amount should be set aside at the end of each year out of the profits for the sinking fund if it accumulates at 5% per annum compounded annually. **08**

B A factory produces 3 goods P, Q and R. A unit of P requires 2 hours on machine I, 3 hours on machine II and 1 hour on machine III the same figures for Q are 1,2 and 4 and for R are 2,1 and 2 a day. Find out how many unit of P,Q and R can be produced if the machine time is fully utilized. **07**

OR

C Attempt any 3 **15**

i) Write a note on Quadratic function and linear function.
ii) Distinguish between permutation and combination.
iii) Write a note on elasticity of demand.
iv) Write a note on types of matrices.
v) Write a note on annuity and types of annuity.

****

F97DC588E8A52B3F0029A05F9CD31DBB

Q.P. Code : 34131

Duration: 2 1/2 hours **Max marks: 75**

NOTE: i. All questions are compulsory.
ii.Figures to the right indicate full marks.
iii.Draw neat and clean diagram wherever necessary.

Q1 a. Match the Column (Any 8) 8

1)	Consumer Durables	a. Type of Licensing
2)	Consumer Non Durables	b. Partnership between Government and private sector
3)	Joint stock company	c. Mobile phones
4)	Internal environment	d. Toothpaste
5)	Technological Environment	e. Corporate Image
6)	Global Environment	f. Scientific Application
7)	GATS	g. International Treaties
8)	TRIMs	h. Protection to Service Sector
9)	Joint sector	i. Protection to Investments
10)	Franchising	j. Common Seal

b. State whether the following statements are true or false (Any 7) 7

1) Internal environment includes Legal environment
2) Social objectives includes welfare of the employees
3) Business needs healthy and dynamic economic environment.
4) Business and its environment is inter- related.
5) In sole trading concern, the owner shares both profit and losses with his partners.
6) Advertising is an aid to trade.
7) Commercial policy is also called as trade policy
8) Public expenditure is an important component of aggregate demand
9) Partnering reduces the bargaining power of customers
10) WTO is temporary institution

2A54EA7F45EC1BBD90B6885F7CCBADBB

Q.P. Code : 34131

Q2	a	Discuss in brief the scope of business.	15
		OR	
Q2	a	What is business environment? Explain its characteristics	8
	b.	State and explain various macro environmental factors influencing business in brief.	7
Q3	a	What is role of government in business?	8
	b.	Write a detailed note on Capitalism.	7
		OR	
Q3	a	What is the impact of business on private sector.	8
	b.	Discuss the sunrise sectors of Indian economy.	7
Q4	a	What is the impact of traditional values on business.	8
	b.	CSR has become an essential part of business. Explain with reference to its importance.	7
		OR	
Q4	a	Explain the features of technological environment.	8
	b.	Describe the pros and cons of WTO.	7
Q5	a	Enumerate various merits of MNCs.	8
	b.	Discuss the need of FDI in developing country like India.	7
		OR	
Q5		Write short notes on **any 3:**	15
	a.	Cooperative Society	
	b.	Legislature	
	c.	Corporate Governance	
	d.	Competitive Strategies	
	e.	Franchising	

2A54EA7F45EC1BBD90B6885F7CCBADBB

Q.P. Code : 35027

[Time: 2½ Hours] **[Marks:75]**

Please check that you have the correct Question Paper.

N.B: All questions are compulsory.

Q.I. A. Fill in the blanks with suitable options: (Any 08) **[08]**

1. _____are based on the Findings of a Business Report. (Recommendations / Terms of Reference / Appendix)
2. A _____ is a powerful means of communication within an organisation. (Press Release / Television / House Journal)
3. When a _____ is passed in a Meeting it becomes a Resolution. (Motion/ Judgment/ Declaration)
4. A _____ is a decision making body.(Conference / Symposium / Committee)
5. A Job Interview is also known as a _____ Interview. (Selection /Selector / Segregation)
6. Catalogues, price-lists and other literature may be sent by the seller in response to a Letter of _____ .(Order / Complaint / Inquiry)
7. AIDA stands for Attention, _____, Desire and Action. (Internet / Interest / Intranet)
8. A District Consumer Commission deals with complaints up to the value of Rs._____. (Twenty Thousand/ Two Lakh/ Twenty Lakh)
9. The Right to Information Act was passed in the year _____. (2005 /2006 /2007)
10. The third stage of a Selection Interview is _____. (Parting/ Supplying Information/Acquiring Information)

Q.I. B Match the following: (Any 07) **[07]**

1.	Dynamics	a.	Vote of Thanks
2.	Delegates	b.	Review of Subordinates' Performance
3.	Flier	c.	Videoconferencing
4.	Last Item in the Agenda	d.	Written Intimation about a Meeting.
5.	Notice	e.	Specialised Periodical Publication
6.	Newsletter	f.	Force
7.	Skype	g.	Promotional Material
8.	Feasibility Report	h.	Participants at a Conference
9.	Structured Interview	i.	Pre-planned
10.	Appraisal Interview	j.	Studies the Prospects of Starting a New Venture

Q.II. A. Define Interview. How should an interviewer prepare to conduct **a** Selection Interview? **[08]**

B. What is a Conference? Discuss the various ways to ensure the successful organisation of a conference. **[07]**

OR

C. What is a Grievance Interview? Why and how should it be conducted? **[08]**

D. Define Public Relations. List and explain any five methods of promoting Internal Public Relations in an organization. **[07]**

Q.III. A. Rashmi Shetty wants to purchase a Platinum vacuum cleaner. Write a Letter of Inquiry on her behalf to Sam Electronics, Grant Road, Mumbai inquiring about the various models, their features and prices. Use the Complete Block layout. **[08]**

Turn Over

Q.P. Code : 35027

B. You had ordered 05 cases of glassware from Crystal Stores, Mahim, Mumbai. When you received the cases much of the glassware was chipped or broken because of poor packaging. Draft a Letter of Complaint and ask for a replacement of the damaged goods. Use the Modified Block layout. **[07]**

OR

C. A Committee has been appointed by Lok Mills, Shahapur to study the causes for a huge number of staff members leaving their jobs in the last two months. Draft an investigative Business Report on behalf of the Committee. **[08]**

D. Draft the Notice and Agenda for a monthly Board meeting of Swaraj Cotton Textiles, Surat. Also draft Resolutions for the following: **[07]**

i) Appointment of a Director ii) Extension of Office Premises

Q.IV **A.** Draft a Sales letter to promote the sale of a Treadmill. Use the Semi Block layout. **[08]**

B. You had purchased silver jewellery worth Rs. 25,000/- through online shopping and had made an advance payment of the entire amount as COD wasn't available. You have not got the jewellery for the past two months in spite of several requests and reminders. Draft a letter addressed to the Consumer Redressal Forum seeking refund of the entire paid amount with suitable compensation. Use the Complete Block layout. **[07]**

OR

C. Draft an RTI Letter seeking information regarding your Passport that has not been delivered to you in spite of having submitted the required documents and completing all the necessary formalities over two months ago. **[08]**

D. Summarize the following passage: **[07]**

Every year, millions of tons of office paper are discarded. Despite the promise of improved computer systems and networking technologies, a paperless society has yet to materialize, and experts now believe it never will. Even so, there are ways to minimize the trillions of documents that are printed each year. Computer users should use paper and energy in a responsible manner. This requires thought and discipline. It can also make work life easier and less expensive by saving time, storage space, and money. There are three simple steps one can take. First, think before you print. Do you really need a hard copy (printed copy)? Are people asking for a hard copy when an email attachment would work just as well? If you are concerned that your electronic documents will be lost or altered, back them up and store them on removable media such as a CD or a Pen Drive. Kept in a safe place, the electronic copy will not change and will always be accessible. Third, encourage others to print wisely. When someone brings you a printed document, ask him or her to send it by email or give it to you on a removable media next time.

Q. V **<u>Write Short Notes on the following</u>: (Any 03)** **[15]**

1. Advantages of Meetings
2. Exit Interview
3. Crisis Management
4. Functions of the Public Relations Department of an Organization
5. Promotional Leaflets and Fliers
