II 05101 IV 52

MARKS: 75 **TIME: 2 1/2 hrs.**

Note: All questions are compulsory
Figure to the right indicate full marks

Q1 A TRUE or False **(attempt any eight)**: **08**

1. Management will be applied only when there is collective activity towards a common goal.
2. F.W.Taylor is regarded as the father of Scientific Management.
3. The cause of fatigue is not mental.
4. Planning is futuristic.
5. The first step in decision making is that of recognizing and identifying the problem.
6. Responsibility can be delegated
7. Ideal form of organization is just a dream.
8. Directing is the main managerial function.
9. Monetary incentives are rewarded in terms of money.
10. Controlling is last function of management

B Match the columns **(attempt any seven)** **07**

	A	B
1	Controlling	a. Deliberately and consciously created
2	Integration of group efforts	b. Policy of non-interference
3	Philanthropic responsibilities	c. Coordination
4	Interpersonal roles	d. Contribute resources to community
5	Henry Fayol	e. Cut absenteeism
6	Objectives	f. Concentration of authority at the top
7	Centralisation	g. End points of planning
8	Formal organisation	h. Figurehead, leader and liasion
9	Proper directing	i. Forward looking
10	Laissez Faire leadership	j. General theory of administration

Q2 A Distinguish between Management and Administration. **08**
B Explain POSDCORB. **07**

OR

C Describe Fayol's 14 Principle of management. **08**
D Describe the features of planning. **07**

Q3 A What is the importance of decision making? **08**
B What are the disadvantages of delegation? **07**

OR

C What is span of control? Discuss its advantages. **08**
D What are the steps involved in process of organising? **07**

Q4	A	Explain the need and importance of departmentation.	**08**
	B	Briefly describe the characteristics of directing.	**07**
		OR	
	C	What are the characteristics of leadership?	**08**
	D	What are the characteristics of controlling function?	**07**
Q5	A	Describe the importance of co-ordination.	**08**
	B	What are the qualities of a good leader?	**07**
		OR	
	C	Write Short notes **(any three)**	**15**

1. MBO
2. Game theory
3. Nominal group technique
4. Line organization
5. Autocratic leadership

II 05 130 III 43

Marks: - 75 **Time allowed: 2 Hrs. 30 Min.**

N.B. 1. All questions are compulsory.

2. Figures to the right indicate full marks.

Q.1 A Fill in the blanks using correct alternative. (Any eight) **08**

a. Activities which are not performed to earn money but to get some satisfaction are called_____.

i. Economic activity ii. Non-economic activity
iii. Management activity iv. All of the above

b. A_____ economy system is also known as dual economy.

i. Indian ii. Mixed
iii. Market iv. None of the above

c. _____ Policies proved to be a boon for the Indian economy.

i. Liberalisation ii. Privatisation
iii. Globalisation iv. None of the above

d. _____is community driven tool for transparency and accountability.

i. Social audit ii. Social environment
iii. Social activity iv. Social responsibility

e. GATT was replaced by WTO in _____.

i. 1996 ii. 1995
iii. 1948 iv. 1991

f. _____factors affect the entire economy not just the business.

i. Micro environment ii. Macro environment
iii. Internal environment iv. All of the above

g. McDonald's is an example of _____

i. Licensing ii. Franchising
iii. Exporting iv. Partnership

h. FDI in India is prohibited in_____ sector.

i. Insurance ii. Banking
iii. Lottery business iv. All of the above

i. _____ suggested Five Forces Model.

i. F.W.Taylor ii. Michael Porter
iii. Howard Bowen iv. Douglas McGregor

j. _____ is responsible for enforcement of law.

i. Legislature ii. Executive
iii. Judiciary iv. Lawyer

B State whether the following statements are true or false. (Any seven) **07**

a. Macro environment also known as task environment.
b. Business mainly includes production activities.
c. MRTP Act still applies to large business houses in India.
d. TRIPs deals with international investment measure.
e. Focus strategy means to focus on large market share.
f. Business environment is dynamic.
g. Sun rise sector are high-growth sectors of economy.

h. Liberalisation is a pre-condition for globalisation.
i. Brand equity constitute internal factor of business environment.
j. Economic system solved basic economic problem.

Q.2 A Explain in brief various components of business environment. **15**

OR

Q.2 B Define business. What are the characteristics of business? **08**
C Discuss the significance of business environment. **07**

Q.3 A Explain role of government in business. **08**
B What are the various challenges faced by the Indian economy? **07**

OR

Q.3 C Discuss any five sunrise sectors in Indian economy. **08**
D Explain public sector's impact on the Indian economy. **07**

Q.4 A What are the impacts of technology on the business? **08**
B Explain Michael Porter's Five forces analysis. **07**

OR

Q.4 C What are the advantages of WTO? **08**
D Discuss the various factors influencing FDI. **07**

Q.5 **A** Discuss the legal framework of India. **15**

OR

Q.5 **B** **Write short notes.(Any three)** **15**
a. Globalisation
b. Capitalism
c. GATT
d. Cost leadership
e. Joint Sector

II05127III35

MARKS: 75 **TIME: 2 1/2 hrs.**

Note: All questions are compulsory
Figure to the right indicate full marks

Q1 A State if the following statements are True or False **(attempt any eight)**: **08**

1. At a conference, the delegates have no voting rights
2. A business report is same as media report
3. Public relation is same as advertising the responsibility of the facilitator
4. Nervousness is only seen in speakers who are beginners
5. Full form of RTI is Right to Inquiry
6. Never ask for samples in letter of inquiry
7. Group Discussions are often used for filtering large number of participants
8. A summary is same as precise
9. The pace or flow of the meeting is not the responsibility of the facilitator
10. A press release cannot be sent by FAX

B Match the columns **(attempt any seven)** **07**

	A	B
1	Exit Interview	a. Special instructions
2	Markings	b. Additional value of an organisation
3	Appraisal Interview	c. Outgoing employee
4	Goodwill	d. Review subordinates performance
5	Resolution	e. Online interview
6	Brainstorming	f. For quick reply
7	Self addressed envelope	g. Formal expression of opinion
8	OHP	h. Without forewarning
9	Impromptu speech	i. Finding solution to specific problem
10	Skype	j. Overhead Projector

Q2 A Mention DO's and DON'Ts of a presentation. **08**
B Describe the types of interviews. **07**

OR

C How should a candidate prepare for the interview? **08**
D Enlist the essentials of group discussions. **07**

Q3 A You have received damaged goods from Amazon. Write a letter of complaint. **08**
B What are the advantages and disadvantages of teleconferences? **07**

OR

C What are the functions of Public Relation department? **08**
D Draft a suitable reply to complaint of damaged goods, from Amazon. **07**

Q4	A	How public relation helps in crisis management?	08
	B	How to design a leaflet?	07
		OR	
	C	Enlist the tips for summarization.	08
	D	What are the steps involved in drafting RTI letter?	07
Q5	A	A plastic factory of which you are the Manager, has been badly damaged by fire. Draft a report to your directors, informing them about the accident and your preliminary findings.	08
	B	How should one write a press release? Illustrate with an example.	07
		OR	
	C	Write Short notes **(any three)**	15

1. Consumer relation
2. Censoring
3. Webinar
4. Consumer grievance letter
5. Progress report

II05121III21

Marks:-75 **Time allowed: 2:30 Hrs.**

N.B. 1. All questions are compulsory.

2. Figures to the right indicate full marks.

Q.1 A Fill in the blanks using correct alternative.(Any Eight) 8

a. Lay off compensation is to be paid at _____ of average wages.
i. 15 days ii. 50%
iii. 60% iv. 75%

b. What is the minimum number of trade union members required in registering themselves as a union?
i. 7 ii. 10
iii. 5 iv. 15

c. If there are _____ numbers of employees, then the employer has to provide a canteen.
i. 250 ii. 510
iii. 320 iv. 100

d. As per section 2 in factories act, who will be called as an adult?
i. A person who has completed 21 years of age ii. A person who has completed 19 years of age
iii. A person who has completed 24 years of age iv. A person who has completed 18 years of age

e. Which of the year Workmen's Compensation Act was introduced?
i. 1948 ii. 1976
iii. 1923 iv. 1961

f. In any factory or industrial establishment where less than 1000 employees are employed the wages shall be paid before the expiry of the _____ day.
i. 10^{th} day ii. 2^{nd} day
iii. 7^{th} day iv. None of the above

g. An employee is eligible to get bonus under the Payment of Bonus Act, 1965 if he had worked for not less than _____ days in the preceding year.
i. 30 ii. 60
iii. 160 iv. 190

h. Appeal on the decision of controlling authority should be preferred within _____ days from the date of the order.
i. 30 days ii. 60 days
iii. 15 days iv. 75 days

i. Under the payment of Gratuity Act, 1972 the maximum gratuity payable is
i. Rs. 10 lakhs ii. Rs. 8 lakhs
iii. Rs. 5 lakhs iv. Rs. 3.5 lakhs

j. How many days in advance does the occupier of a factory premises gives notice of occupancy to the chief inspector?
i. 15 days ii. 20 days
iii. 10 days iv. 25 days

B **Match the following: (Any Seven)** 7

a.	Closure without the prior permission from the government	i.100% waiver
b.	Any workman who participate in illegal strike	ii. Rs. 2500 per case
c.	Any person who spits within the premises except spittoons	iii. Double the standard benefit
d.	Any person who wilfully obstructs an inspector or fails to produce before him	iv. Fine upto Rs. 7500
e.	Sickness benefit	v. Depends upon the loss of earning
f.	Recommendation of BIFR	vi. Imprisonment upto six months or fine upto Rs. 5000 or both
g.	Confinement expenses	vii. Imprisonment upto one month or fine upto Rs. 50 or both
h.	Maternity Benefit	viii. Fine upto Rs. 5
i.	Delay in payment of wages	ix. Imprisonment upto 2 years or fine upto Rs. 1,00,000 or both
j.	Permanent Disablement	x. 60% of the wages

Q.2 A Briefly describe the concept of Industrial Tribunal. 8

B State the difference between Individual dispute and Industrial dispute. 7

OR

Q.2 C Explain the role of trade union in detail with special reference to Industrial System. 8

D Give the reason for cancellation of registration and change of name of trade union. 7

Q.3 A Explain the various provisions related to safety of workers. 8

B State the importance of Certifying Surgeons. 7

OR

Q.3 C Explain the provisions relating to the default committed in case of non-payment of compensation. 8

D What is the liability of employer to pay compensation to the workmen? 7

Q.4 A What is the procedure for registration of a factory under the ESI Act? 8

B Explain maternity benefit under ESI Act. 7

OR

Q.4 C What are the obligations of Employer under EPF Act? 8

D Enumerate the objectives of employees Provident Fund Act. 7

Q.5 A What are the duties and rights of employer under payment of Bonus Act, 1965? 8

B Explain the concept of Gratuity. 7

OR

Q.5 **Write short notes.(Any three)** 15

a. Rights of employers

b. Pension Scheme

c. Wages

d. Partial Disablement

e. Time limit for making payment of bonus to the employees

II 05119 III 13

MARKS: 75 **TIME: 2 1/2 hrs.**

Note: All questions are compulsory
Choice available within Questions

Q1. A. State True or False (Any 8) (8)

1. Holistic concept is the traditional concept of marketing
2. Product research includes reviewing product line.
3. Legislations are a part of political environment
4. Government Policy is a controllable marketing factor.
5. Customer Relationship Management aims at retaining customers.
6. The term Marketing mix was coined by Philip Kotler.
7. Maturity stage is the first stage in product life cycle.
8. Packaging is a silent salesman.
9. Market segmentation divides the entire market in sub markets.
10. E-commerce is cost effective.

B. Match the following (Any 7) (7)

A Column	B Column
a) Social Factors	i) Facebook
b) Irregular Demand	ii) Psychological Factors
c) PEST	iii) Production concept
d) Logo	iv) Promotion
e) Focuses on volume of Production	v) Customer satisfaction
f) CRM	vi) Environmental scanning
g) Attitude	vii) Place Mix
h) Coupons and rebate	viii) Reference Groups
i) Social media marketing	ix) Brand
j) Distribution channel	x) Seasonal Demand

Q2. Answer the following

a) Explain the concept of holistic marketing with the help of the suitable diagram. (8)
b) How cultural factors affect the consumer's decision process? (7)

OR

c) Define targeting. What are the main types of target marketing? (8)
d) Explain the different stages of the product life cycle with the help of diagram. (7)

Q3. Answer the following

a) What are the various situations involved in product mix pricing? (7)

b) What are the Four P's of marketing? (8)

OR

c) Define marketing research. Explain various features of it in detail. (7)

d) Explain the management structure and how it affects the micro environment of the business. (8)

Q4. Answer the following

a) Explain about the selling research and how it is different from the marketing research. (7)

b) What is advertising? Explain the five M's required while developing the advertisement. (8)

OR

c) What is micro environment? What are various factors affecting the micro environment? (7)

d) Describe the qualitative and quantitative methods of the research. (8)

Q5. Answer the following

a) Explain the scope of marketing in brief. (7)

b) Describe the socio-cultural factors with the help of the appropriate example. (8)

OR

c) **Write short notes (any 3)** (15)

1. Marketing intermediaries
2. Objectives of Pricing
3. Packaging
4. Product mix
5. Relationship marketing

II 05117III 06

MARKS: 75 **TIME: 2 1/2 hrs.**

Note: All questions are compulsory
Choice available within Questions

Q1. A. Fill in the Blanks (any 8) (8)

1. _____ is the elimination of the government control over economic activities (Privatization, Globalization, Liberalization)
2. Privatization means transfer of property rights from public sector to _____ (Government, Private, Social)
3. Tax on imports is an example of _____(Trade barrier, Trade, Government Barrier)
4. _____ are playing a major role in globalization process. (MNC, TNC, Capitalist)
5. Ecology is study of _____disciplines. (Bio-technology, biology, biodiversity)
6. _____ resources are experiencing a steady growing of pressure. (Air, Water, Land)
7. Environmental degradation has impact on our _____ (Wildlife, Plants, Micro-organisms)
8. _____ revolution has been accompanied by over exploitation of land and water resources. (White, Blue, Green)
9. Reckless exploitation of resources has resulted in _____resources. (Wastage, Overexploitation, depletion)
10. Peer acceptance is an important part of _____ (Mass media, Family, socialization)

B. Match the following (Any 7) (7)

A Column	B Column
a) Telephone	i) Talk from anywhere any time
b) Mobile Phone	ii) Storehouse of information
c) Fax	iii) Must in every business houses
d) Computer	iv) To transfer copies of documents at low cost
e) WWW	v) Computerised system that can hold and use data describing places
f) Remote sensing satellite	vi) Vast quantum of data available
g) GPS	vii) Land use, forest cover etc, mapping
h) GIS	viii) Very useful in navigation
i) Atotrops	ix) Consumer
j) Heterotrops	x) Producers

Q2. Answer the following

a) What are the important guidelines to Privatization? Explain the advantages of Privatization. (15)

OR

b) Why is freedom of speech and expression essential, which reasonable restrictions could be imposed on this right? (15)

Q3. Answer the following

a) Explain right to equity with reference to provisions in fundamental rights. (7)

b) What are Maslow hierarchy of needs? (8)

OR

c) Explain significance of natural rights, revolution and Magna-Karta. (8)

d) What are human rights related to provisions in the united for charters? (7)

Q4. Answer the following

a) What is GPS? Briefly explain the application of GPS. (7)

b) Explain corporate farming. (8)

OR

c) What are the causes and conflict in individual and in society? (8)

d) Explain the relationship between ecology and environment. (7)

Q5. Answer the following

a) What are the effects of environmental degradation on our planet? Suggest some ways we can stop it. (8)

b) Explain the concept of liberalization in detail. (7)

OR

c) **Write short notes any 3** (15)

1. Environmental components of sustainable development
2. Man-made environment
3. Social Environment
4. Political Environment
5. Agrarian Crisis