

(3 Hours)

[Total Marks: 80]

Note-

1. Question No.1 is compulsory.
2. Attempt any Three out of remaining questions.

1. Attempt any four

- a) Explain duties and responsibilities of the office manager [05]
 - b) Explain with Neat Sketch Scientific Approach to the Decision Making Process [05]
 - c) Explain input –output model [05]
 - d) Types of the ownership [05]
 - e) Role of personnel management [05]
- 2.
- a) Define Organization. Explain the types of business Organizations [10]
 - b) b) Definitions & concept of Personnel Management. What are the functions involved in HRM? [10]
- 3.
- a) Define quality? Explain total quality management [10]
- What is the sales forecasting? Explain two types of forecasting in detail. [10]
- 4.
- a) i. What is 'Marketing Management'? Explain the various functions of marketing [5]
 - ii. Explain Role and Scope of Financial Management [5]
 - b) Explain with neat sketch line and staff organization along with advantages [10]
- 5.
- a) Explain the concept of corporate social responsibility. Explain the common types of CSR activities [10]
 - b) Describe the concept of production. What is an inspection? Explain and define it. What is the purpose of inspections? [10]
6. Describe the following terms:
- a) Explain any two pricing strategies in detail. [05]
 - b) Difference between data and information [05]
 - c) Explain role of shareholder [05]
 - d) Advantages & disadvantages single ownership [05]