

Time: 3 Hours

Marks : 80

Note-

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

**1. Attempt any four**

- a) Explain role of shareholder. [05]
  - b) Explain in detail sales promotion. [05]
  - c) Explain input –output model. [05]
  - d) Explain Role and Scope of Financial Management. [05]
  - e) Describe various steps of product development process. [05]
- 2.**
- a) Define Business and Business Management. Explain different forms of business ownership. [10]
  - b) Define personnel management. Describe the managerial and operational functions of personnel management [10]
- 3.**
- a) What is the sales forecasting? Explain two types of forecasting in detail. [10]
  - b) Define quality? Explain total quality management. [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) Define Production System. Explain input –output model for Production system? [10]
  - b) What is ‘Marketing Management’? Explain the various functions of marketing Management. [10]
- 6. Describe the following terms:** [20]
- a) Explain any two pricing strategies in detail.
  - b) Difference between data and information
  - c) Explain role of shareholder
  - d) Advantages & disadvantages single ownership

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