M.L. DAHANUKAR COLLEGE COMMERCE
EXTERNAL EXAMINATION – March 2023
F.Y.B.M.S SEMESTER - II
SUBJECT: Principles of Marketing

Marks:75

Time : 2 ½ hours

Q1A)	**Multiple Choice Questions (any 8 out 0f 10)**	
1.	The _____ environment studies human population with reference toits size, density, distribution etc i) Demographic ii) Economic iii) Political iv) Social	8 marks
2.	Study of marketing environment keeps business _____ i) Stable ii) dynamic iii) rigid iv) loss marketing	
3.	Marketing regulates _____ i) Exchanges ii) pricing ii) competition iv) government	
4.	_____ classified the marketing mix variables into 4P's. i)Philip Kotler ii) Jerome Mc Carthy iii) James Culliton iv) Edward Norton	
5.	Holistic marketing concept implements marketing _____ i) Policies ii) Programme iii) budget iv) thrifty	
6.	_____ is not a stage in product life cycle. i) Growth ii) continuity iii) Decline iv) maturity	
7.	_____ has incremental values. i) Brand personality ii) Brand association iii) Brand Equity iv) Brand piracy	
8.	E-Marketing has _____ reach. i) Individual ii) national iii) global iv) Asian	
9.	Positioning gives the product _____ i) USP ii) PSU iii) UPS iv) PUS	
10.	Undifferentiated market ignores market segment _____ i) Differences ii) uniformity iii) division iv) diversity	
Q1B)	State whether true or false	
1.	The variables of marketing mix are independent of each other.	7 marks
2.	Marketing research include the consumer research.	
3.	Consumer behaviour is certain.	
4.	Packaging and branding are treated as two components of product research.	
5.	Word of mouth communication is least noticeable.	
6.	Direct marketing opposes online shopping.	
7.	Brand helps to identify one product from the other.	
8.	E-marketing is cost effective	
9.	Marketing through Twitter and Facebook is Social Media Marketing	
10.	Target market should be adequately profitable.	
Q2 A	What is Marketing? Explain the features of Marketing.	15 Marks
Q2 B	Distinguish between Marketing and Selling	
	OR	
Q2 P	Explain the terms i) Need, ii) Want, iii) Transactions and iv) Exchanges as marketing concepts	8 Marks
Q2 Q	Explain the 4P's of marketing	7 Marks

Q3 A	Distinguish between Product Research and Consumer Research	15 Marks
Q3 B	"There is only one boss. The customer". Discuss the statement highlighting the factors affecting consumer behaviour.	
	OR	
Q3 P	"Scanning the business environment is the essence of success in marketing". Discuss the analysis suggested in the above statement	8 Marks
Q3 Q	"Attractive packaging always stands out". Comment	7 Marks
Q4 A	Explain and bring out all the different areas of marketing research	8 Marks
Q4 B	Distinguish between skimming and penetration pricing policy	7 Marks
	OR	
Q4 P	"Online market exists on internet". Discuss the statement highlight the advantages	15 Marks
Q4 Q	What is positioning? Explain its importance.	
Q5 A	What is segmentation? Explain the bases of segmentation.	8 Marks
Q5 B	"Promotion is a marketing tool to communicate between sellers and buyers". Comment	7 Marks
	OR	
Q5	**Write Short Notes On (any 3)**	15 Marks
1	Importance of relationship marketing	
2	4C's of marketing	
3	Need for social marketing	
4	Advertising – a tool	
5	Follow the leader pricing policy	

Total: 75 marks

Date: 1st April, 2023   Time: 11.30 AM to 2.00 PM

Q 1.A   Answer to multiple choice questions (any 8 out of 10)   8 marks

1. A _____ is powerful means of communication within an organisation.
    a) Television b) Film c) House organ d) Opinion poll

2. A _____ is decision making body.
    a) Conference b) Seminar c) Symposium d) Committee

3. Catalogues, price lists and other literature may be sent by seller in response to letter of ___
    a) Inquiry b) Order c) Complaint d) Collection

4. The state commission deals with complaints up to the value of rupees _____
    a) Twenty thousand b) Twenty Lakh c) Five thousand d) Five lakhs

5. Reports in the form of personal letter and submitted without observance of any formality are ___ reports.
    a) Formal b) Informal c) Informative d) Interpretative

6. Right to information act was passed in year _____
    a) 2003 b) 2004 c) 2005 d) 2006

7. We should _____ examples used in the passage given for summarisation.
    a) Skip b) include c) elaborate d) add

8. In AIDA formula A stands for _____
    a) Attraction b) Abstract c) Addition d) Attention

9. Suggestion schemes are _____ communication.
    a) Upward b) Downward c) Grape wine d) Horizontal

10. To Confer means to _____
    a) Collect b) Converse c) Convert d) Condemn

Q 1.B   Answer True or False (any 7 out of 10)   7 marks

1. Comments, opinions and views of the author should always be included in summary.
2. Report should be reader oriented.
3. Information affecting competitive position of third party should be revealed under RTI
4. An oral complaint can be lodged with consumer guidance cell.
5. Selling is the index of success in business.
6. The complaint should be thanked.
7. In PR government bodies are part of Publics.
8. Agenda is kept secret till the meeting begins.
9. In interview questioning is more important than listening.
10. When a video conference is held for informal purposes is called as video call or video chat.

Q 2 A) Explain roll of interviewer in process of interview. **8 marks**

B) Which are the types of meetings? How they differ from each other? **7 marks**

OR

Q 2 C) Explain different types of conferences. **8 marks**

D) What are the major functions of public relations? **7 marks**

Q 3 A) Sterling Book Depot, Mumbai wants to place an order for printing ten thousand copies of the catalogue of their latest publications with Techno Publishers based in Pune. They also enclose a catalogue of the previous year and request a similar type of catalogue to be released in June 2023. Draft the inquiry letter on behalf of Sterling Book Depot in Modified Block Form. **8 marks**

B) Continental Traders Ltd., seek goods worth Rs.10 lacs on credit from you. This is the first time they have approached you. They have given Cosmos Bank Ltd as reference. Wrote the letter to your banker seeking credit status inquiry. The letter should be in semi block form. **7 marks**

OR

Q 3 C) Based on the advice received from your bankers, you do not wish to grant credit to Messrs. Taraporewala & Sons. You are required to express your inability to undertake their request for material worth Rs.15 lacs on credit for a period of 3 months. Draft the letter in Full Block form. **8 marks**

D) Heerson Stores had ordered 50 kgs of dry fruits from a supplier in Goa. The consignment delivered was infested with worms. On behalf of Heerson Stores, write a letter to the supplier in Modified Block Form. **7 marks**

Q 4 A) Write a Sales Letter to promote the sales of an advanced air purifier. The letter should be written in Modified Block Form. **8 marks**

B) Your grandfather has not been receiving his pension from Shipping Corporation of India. In spite of regular reminders no action has been taken. Use the RTI Act to write to the pension office and question about the non-receipt of pension to which your grandfather is entitled. **7 marks**

OR

Q 4 C) Draft an investigative report to the Director, Head Office, Bata Shoes Ltd., reporting about the outbreak of fire and the resultant inability to manufacture at the Company's manufacturing plant at Valsad, Gujarat and the estimated time frame when Production can commence. **8 marks**

D) Draft the notice and agenda for the Annual General Meeting of Bala Sons Ltd. **7 marks**

Q 5. A Prepare an individual report with recommendations on the declining sales of Annie Cosmetics in the Noida market. **8 marks**

Q 5. B   **Summarize the following passage.**   **7 marks**

The tiger is a protected animal. Poachers can be jailed or fined if caught. However, the tiger trade is so profitable that the animal continues to be in danger.

The story of a tiger cub called Nicky caught public attention. Nicky was saved from the cooking pot by an animal lover. The Malaysian Trade Commissioner to Papua New Guinea learned that a tiger cub had been sold to a restaurant in Kuala Lumpur. He paid more than RM10,000 for the cub and gave it to the Malacca Zoo to keep. Mysteriously, the cub disappeared from the animal clinic where it was being kept for examination. For two days the public worried. Many people feared that the animal had been stolen. To the relief of the zoo staff and the concerned public, Nicky was found safe. She was playing near the tiger enclosure. Luckily, it had rained so at least there were puddles of water for her to drink. She was hungry but appeared none the worse for her adventure. Nicky could have wandered out when some employee carelessly left her enclosure unlocked. The other possibility was that someone had tried to steal her. When that person realized that the tiger is a protected species, Nicky was returned to the zoo.

Human beings are strange. The desire for exotic foods appears to be universal. People eat bears' paws, camel humps, duck embryos, ostrich and even crocodiles. The list appears endless. Nobody really seems to have strong objections. As a result, some animals look to be in grave danger of disappearing from the face of the earth.

OR

Q 5. C   **Write Short Notes On (any 3)**   **15 marks**
1. Reprimand Interview
2. Disadvantages of meetings
3. Virtual Conference
4. Press Release
5. Teleconferencing

M.L.DAHANUKAR COLLEGE COMMERCE
EXTERNAL EXAMINATION –April 2023
F.Y.B.M.S SEMESTER - II
SUBJECT : BUSINESS ENVIROMENT

Marks:75

Q1A)	State whether True or False (any 8 out 0f 10)	8 marks
1.	Business and its environment are interrelated.	
2.	According to Michael porter competition industry is influenced by two factors.	
3.	Economic factors refer to size, density, growth rate of population.	
4.	The role of executive is to making new laws.	
5.	Business ethics refers to application of ethics to business.	
6.	TRIPs deal with patents.	
7.	Narsimha Rao was the finance minister during application of LPG policy.	
8.	MNCs create brain drain in the host countries.	
9.	Good financial status is threat to an organisation.	
10.	In Turnkey operations we have two party client and contractor.	

Q1B)	Match the columns (any 7 out 0f 10)			7 marks
1.	Franchising	A	Tata motors	
2.	Primary industry	B	1948	
3.	Joint Venture	C	Banking	
4.	Tertiary Sector	D	Social performance	
5.	LPG	E	Strength	
6.	GATT	F	Anti-inflationary instrument	
7.	Efficient employees	G	Opportunity	
8..	Favourable taxation	H	McDonalds	
9.	Social audit	I	Agriculture	
10.	Public borrowing	J	1991	

Q2 A	Explain the meaning and features of business.	8 Marks
Q2 B	What is role of business towards business firms.	7 Marks
	OR	
Q2 P	Explain the need for analysis of business environment.	8 Marks
Q2 Q	What are the components of Internal environment.	7 Marks
Q3 A	What is role of government in business?	8 Marks
Q3 B	What are the functions of legislature?	7 Marks
	OR	
Q3P	What are the challenges faced by Indian Economy?	8 Marks
Q3 Q	What is impact of business on public sector?	7 Marks

Q4 A	Explain the arguments against social responsibility of business.	
Q4 B	What is cultural environment? Explain the impact of culture on business.	8 Marks
		7 Marks
	OR	
Q4P	What is social environment? Explain the concept of internal and external social environment.	8 Marks
Q4 Q	What is Social Audit? Explain its impact on business.	
		7 Marks
Q5 A	Explain meaning and pros of WTO.	
Q5 B	Elaborate the limitations of Globalisation.	8 Marks
		7 Marks
	OR	
Q5	Write Short Notes On (any 3)	
1	LPG Model	15 Marks
2	GATT	
3	FDI	
4	Cost Leadership Strategy	
5	Business Ethics	

M.L.DAHANUKAR COLLEGE COMMERCE EXTERNAL EXAMINATION –April 2023 FYBMS SEM II SUBJECT : Business Mathematics Date Time : 2 ½ hours	Marks:75

Q1A)	**Fill in the Blanks by selecting the correct option (any 8 out 0f 10)**	8 marks
1.	While using Newton's interpolation formula, the values of argument x are_____ a) Equidistant b) At an interval of 1 unit only c) Not equally placed d) At an interval not defined	
2.	For a function y = x, its derivative w.r.t x is _____ a) 1 b) 0 c) x d) -1	
3.	In input output analysis it is assumed that the input required by each industry is_____ a) Labour b) Consumer c) Transaction d) Currency	
4.	In input- output analysis, output of one industry is _____ a) Input of another industry b) Output of another industry c) Both output and input of another industry d) Neither input nor output of another industry	
5.	A square matrix whose determinant value is non- zero is called _____ a) Non – singular matrix b) Singular matrix c) Zero determinant d) Identity matrix	
6.	A row matrix is of order _____ a) 1xN b) Nx1 c) 1xM d) Mx1	
7.	A matrix with all its elements of value zero is called_____ a) Null matrix b) Singular matrix c) Identity matrix d) Forward matrix	
8.	The matrix obtained from a given matrix, by interchanging its rows and columns is called _____ a) Transpose	

	b) Transferred c) Transitioned d) Traversed	
9.	There are three nails on a wall and seven pictures. The picture can be put up in _____ many ways on all the nails. a) 21 b) 210 c) 3 d) 7	
10.	A set of simultaneous equations can be solved using _____. a) Cramer's rule b) Reduction method c) Both reduction method and Cramer's rule d) Neither reduction method nor Cramer's rule	

Q1B)	**True or False** (any 7 out 0f 10)	7 marks
1.	For a function y=7x+2. The second order differences are 0.	
2.	Derivative of a^x is a^x where a is a constant.	
3.	In the input output analysis, the output of one industry is required as input for other industries.	
4.	Value of a determinant of an identity matrix is 0	
5.	Cramer's rule cannot be used to solve a set of 3 simultaneous equations to find three unknowns.	
6.	A column matrix has only one row	
7.	From a set of 10 cards, two cards can be taken in 90 ways	
8..	The interest value of a compound interest is lower than the simple interest when the principal, interest rate and tenure is the same.	
9.	The arrangement of 5 objects in 5 places can be done in 25 ways	
10.	EMI stands for Equalised monthly Investments	

Q2 A	Mr. Vyas deposited Rs. 2000/- every month for three years at 9% p.a. You are required to find the accumulated value of the annuity.	8 Marks
Q2 B	Find the amount of an invested amount of Rs. 45000/- at 6% p.a. for 2 years, if interest is calculated monthly?	7 Marks
	OR	
Q2 P	There are 5 professors and 5 students. A committee of 6 persons is to be formed taking at least 2 persons from each group. Find the number of such possible committees.	8 Marks
Q2 Q	A family consists of an old man, 6 adults and 4 children, they are to be seated in a row for dinner. The children wish to occupy two seats at each end and the old man refuses to have a child on either side of him. In how many ways can the seating arranged for the dinner?	7 Marks
Q3 A	If $D = \dfrac{2p+5}{p-2}$, where D is the demand and p is the price. Find the elasticity of demand when the price is 8.	8 Marks
Q3 B	Estimate f (3.6) using Newton's Interpolation formula, from the following data:	7 Marks

x	0	1	2	3	4
f(x)	2	2	6	20	50

OR

Q3P	Find the derivative of the given functions with respect to x: $y = \dfrac{(x^7 + \frac{1}{x}) \log x}{3x+9}$ $y = \dfrac{(x^{\frac{2}{3}} + 3^x + \sqrt{x})}{15x}$	8 Marks
Q3 Q	The cost of manufacturing X items of a product is given by: $C = 2X^2 + 3X = 10$. Find the total cost, Average cost, Marginal Cost. If 10 items are manufactured.	7 Marks
Q4 A	If $A = \begin{matrix} 1 & -2 & 3 \\ 2 & -4 & 1 \\ 3 & -5 & 0 \end{matrix}$ find the matrix $3A^2 - 2A + 5I$, where I is the identity matrix of order 3	8 Marks
Q4 B	Solve the equations using Cramer's rule: x + 2y + 2z = 1 2x + 3y + 4z = 4 -x + y + 3z = -2	7 Marks

OR

Q4P	Solve the equations x + 2y + 2z = 1 2x + 3y + 4z = 4 -x + y + 3z = -2 using Reduction method:	8 Marks
Q4 Q	Find the inverse of the matrix below: $A = \begin{matrix} 1 & 2 & 3 \\ 1 & 3 & 4 \\ 1 & 4 & 3 \end{matrix}$	7 Marks

Q5 A	For the following input – out put model, find total outputs if demands are increased to 110 and 140 respectively. Also obtain the labor requirements for this output.				8 Marks

Product	Industry		Final Demand	Total output	
	1	2			
1	50	60	80	190	
2	30	50	80	160	
Labor	110	50			

Q5 B	Minimize the given Cost function. Find the minimum cost: $Y = x^3 + 2x^2 + x + 10$	7 Marks

OR

Q5	Write Short Notes On (any 3)	
1	Elasticity of demand	15 Marks
2	Present value annuity	
3	Permutations	
4	Types of functions	
5	Input output analysis	

Class: FYBMS/FYBAF/FYBBI/FYBFM   **Semester: II**

Subject: Foundation Course II   **Total: 75 marks**

Date: 3rd **April, 2023**   **Time: 11.30 AM to 2.00 PM**

Q 1.A.   **Multiple Choice Questions (any 8 out of 10)**   **8 marks**

1. _____ means integrating the national economy with the world economy.
   (a) Privatization (b) Liberalization (c) Globalization (d) Disinvestment.

2. _____ refers to coerced movement of people away from their home.
   (a) Local migration (b) Regional migration (c) Forced migration (d) Mass migration.

3. Human rights came into existence in a more specified and well defined manner with the signing of ____ in 1215.
   (a) Theory of Natural Law (b) UDHR (c) Magna Carta (d) The Natural Rights Theory.

4. The UDHR consists of a preamble and ____ articles highlighting human rights and freedoms entitled to everyone in the world.
   (a) 15 (b) 20 (c) 10 (d) 30.

5. An ecosystem is an ____ environment consisting of all the living and non-living organisms in a particular area.
   (a) Geographical (b) Sociological (c) Political (d) Biological.

6. _____ development focuses on improving the quality of human life without increasing the use of natural resources.
   (a) Environment (b) Sustainable (c) Human (d) Ecological.

7. _____ is a situation in which two or more parties feel themselves in opposition.
   (a) Stress (b) Conflict (c) Frustration (d) Anger.

8. _____ implies a pre conceived & unreasonable judgement usually an unfavourable one arising out of fear, hatred or suspicion.
   (a) Values (b) Behaviour (c) Ethics (d) Prejudice.

9. Maslow identified ____ set of needs.
   (a) Two (b) Three (c) Four (d) Five.

10. _____ can be defined as the most basic means of setting out differences.
    (a) Negotiation (b) Mediation (c) Conflict (d) Aggression.

Q 1.B.   **True or False (any 7 out of 10)**   **7 marks**

1. The process of moving for a period of time in response to labour or climatic conditions is called as seasonal migration.
2. In India, the concept of privatisation gained importance in the post reform period since 1991.
3. The UDHR consists of 28 articles.
4. Magna Carta was signed in the year 1215
5. Urbanization is the only cause of environmental degradation.

6. Abiotic components are non-living compound & Physical elements in the environment.
7. Eustress is also known as Negative stress.
8. Communalism often results into violence.
9. Meditation is an effective method of relieving stress.
10. According to Maslow, security needs must be satisfied after the need of self-actualisation.

Q 2   a)Briefly enumerate the positive impacts of globalization.   8 marks

b)What is migration? What are the different types of migration?   7 marks

OR

Q 2   c)What is Corporate Farming? What are the arguments for and against Corporate Farming?   8 marks

d)Briefly discuss,'Growth of Information Technology and Communication'.   7 marks

Q 3   a)What are the characteristics of Human Rights? Briefly explain.   8 marks

b)Briefly discuss the UDHR(Universal Declaration of Human Rights)   7 marks

OR

Q 3   c)Briefly explain the significance and characteristics of Fundamental Rights.   8 marks

d)Briefly enumerate the Right to Equality as enumerated in the Constitution of India.   7 marks

Q 4   a) What are the various components of the environment? Briefly explain.   8 marks

b)Briefly explain the various forms of Environmental Degradation.   7 marks

OR

Q 4   c)What are the various causes of stress? Briefly explain.   8 marks

d)What are the different ways to cope with stress? Briefly enumerate.   7 marks

Q 5.A.   Briefly explain the significance of values in Individual Development.   8 marks

Q 5.B.   Explain Abraham Maslow's Theory of Self-Actualisation.   7 marks

OR

Q 5.C.   Short Notes (any 3 out of 5)   15 marks
1. Reasons for Farmer Suicides in India.
2. Magna Carta.
3. Importance of Environmental Studies.
4. Stereotypes and Prejudice.
5. Types of Conflict.

Date: 6TH APRIL 23,		Time: 2.1/2 hours	
M.L. DAHANUKAR COLLEGE COMMERCE **EXTERNAL EXAMINATION –April 2023** **F.Y.B.M.S SEMESTER - II** **SUBJECT: INDUSTRIAL LAW**			**Marks:75**
Q1A)	**State whether True or False (any 8 out 0f 10)**		**8 marks**
1.	A police officer is a Workman under Industrial dispute act.		
2.	Trade Union is an organization of lawyers.		
3.	Marriage is a precondition of maternity benefit.		
4.	Catering services of Bangalore club, which has no profit motive, is a factory as defined in the ESI Act.		
5.	Employee drawing a pay not exceeding 3500 per month are eligible for membership of the fund Under Employee Provident Fund Act.		
6.	The legal representative for deceased owner is an employer under employee Provident Fund Act.		
7.	The payment of Wages Act applies to railways.		
8.	An employer can impose fine on an employee.		
9.	Gratuity is a payment made in installments to the employee when he retires.		
10.	Superannuation means retirement of an employee and attainment of certain age.		
Q1B)	**Match the columns (any 7 out 0f 10)**		**7 marks**
1.	Industry	A) 1947	
2.	Stay in strike	B) 1923	
3.	Sympathetic strike	C) section 27	
4.	Retrenchment does not include	D) section 10	
5.	Collective bargaining	E) voluntary retrenchment	
6.	Cancellation of registration under Trade union Act	F) negotiation	
7.	Dissolution of Trade union	G) cessation of work in support of other workers	
8..	Factory	H) worker take seat and refuse to work	
9.	Workmen compensation act	I) precinct	
10.	Industrial Dispute Act	J) systematic activity carried on by cooperation.	
Q2 A	Define lockout and essentials of lockout.		8 Marks
Q2 B	Define strike and types of strike.		7 Marks
	OR		
Q2 P	Discuss in detail the term Industry.		8 Marks
Q2 Q	Discuss in detail cancellation of registration under Trade union act.		7 Marks

Q3 A	What are the general duties of Occupier?	
Q3 B	Discuss in detail the doctrine of Last clear chance.	8 Marks
		7 Marks
	OR	
Q3P	Discuss in detail the health provisions under Factories Act	
Q3 Q	Discuss in detail Notional extension of employer's Premises.	8 Marks
		7 Marks
Q4 A	Discussion detailed disablement under employee State Insurance Act·1948.	
Q4 B	Discuss in detail the Staff under section 17 of employee State Insurance Act 1948.	8 Marks
		7 Marks
	OR	
Q4P	Define employee under Section 2, subsection 9 of employee State Insurance Act 1948.	8 Marks
Q4 Q	What are the obligations of employer under Employee Provident Fund Act 1952.	7 Marks
Q5 A	Define Inspector and state powers and functions of inspector under Payment of Wages Act, 1936.	8 Marks
Q5 B	Discuss in detail Maximum and Minimum bonus under Payment of Bonus at 1965.	7 Marks
	OR	
Q5	**Write Short Notes On (any 3)**	15 Marks
1	Trade union.	
2	Manufacturing process.	
3	First aid appliance Under Section 45 of Factories Act.	
4	Set on under payment of BONUS Act 1965.	
5	Basic wages under the employee Provident Fund Act	

Date: 10th April, 2023		Time: 2 ½ hours
	M. L. DAHANUKAR COLLEGE COMMERCE **EXTERNAL EXAMINATION –April 2023** **F.Y.B.M.S SEMESTER - II** **SUBJECT: PRINCIPLES OF MANAGEMENT**	**Marks:75**

Q1A)	**Multiple Choice Questions (any 8 out of 10):**	8 marks
1.	_____ is known as the Father of Scientific Management. (a) F. W. Taylor (b) Henry Fayol (c) Peter Drucker (d) Henry Mintzberg	
2.	According to the Managerial Grid, the manager who has a high concern for production but hardly any concern for the employees (9.1) is described as a/ an _____ leader. (a) Autocratic (b) Democratic (c) Laissez-faire (d) Mature	
3.	_____ relates to the recruitment, selection and development of all personnel. (a) Directing (b) Coordinating (c) Organising (d) Staffing	
4.	_____ describes the fundamental reason for the existence of an organization. (a) Mission (b) Vision (c) Plan (d) Policy	
5.	A _____ prescribes the precise time when each of the series of action should take place. (a) Budget (b) Standard (c) Schedule (d) Policy	
6.	_____ organization structure uses grapevine as a means of communication. (a) Formal (b) Informal (c) Professional (d) Contingent	
7.	_____ organization is the oldest and simplest form of organization structure. (a) Functional (b) Matrix (c) Divisional (d) Line	
8.	_____ departmentation suggests that no single pattern of departmentation is ideal to suit all situations. (a) Functional (b) Hybrid (c) Geographical (d) Customer-wise	
9.	_____ refers to the systematic evaluation of the functioning of performance and effectiveness of management of an organization. (a) Management Audit (b) Social Audit (c) MBO (d) Budgetary Control	
10.	_____ is one of the modern techniques of control. (a) CPM (b) Budgetary Control (c) Break-even Analysis (d) Cost control	

Q1B)	**State whether True or False (any 7 out of 10):**	7 marks
1.	Professionals do not require expert knowledge and skills.	
2.	Administration and Management are one and the same.	
3.	Planning consists of huge paperwork.	
4.	MBO identifies key result areas.	
5.	Rules are rigid and demand a specific action.	
6.	Delegation of authority reduces the excessive burden on the superior.	
7.	Centralisation is suitable for large organisations.	
8.	Control cannot exist without planning.	
9.	CSR ideals are much higher than the law.	

10.	Directing acts as a bridge between planning and performance.	
Q2 A	Explain any eight principles of management given by Henri Fayol.	8 Marks
Q2 B	What are the different types of managerial skills that a manager should possess?	7 Marks
	OR	
Q2 P	What is MBO? Explain the steps involved in MBO process.	8 Marks
Q2 Q	Describe the steps involved in decision making process.	7 Marks
Q3 A	Discuss in brief any four techniques of non-programmed decision-making.	8 Marks
Q3 B	State and explain the advantages of planning.	7 Marks
	OR	
Q3P	What is Organisation Structure? Discuss the significance of organisation structure.	8 Marks
Q3 Q	What is Matrix Organisation? Explain its features.	7 Marks
Q4 A	Explain the advantages and disadvantages of centralisation of authority.	8 Marks
Q4 B	Explain the advantages of delegation of authority.	7 Marks
	OR	
Q4P	State and explain corporate responsibility towards consumers and employees.	8 Marks
Q4 Q	What is Green Management? Explain the objectives of Green Management.	7 Marks
Q5 A	What is Leadership? Explain in brief any four styles of leadership.	8 Marks
Q5 B	Discuss the contributions of Scientific Management.	7 Marks
	OR	
Q5	**Write Short Notes on (any 3):**	15 Marks
1	Contingency approach to management	
2	Essentials of a good plan	
3	Span of Control	
4	Advantages of controlling	
5	Six Ms of Management	