

Subject : Introduction to Management Functions

Day : Tuesday
Date : 13/12/2016



Time : 10.00 A.M. TO 1.00 P.M.
Max Marks : 80 Total Pages : 1

N.B.:

- 1) Attempt **ANY FOUR** questions from Section – I and attempt **ANY TWO** questions from Section – II.
- 2) Answers to both the sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** What is ‘Training and Development’? Explain any two methods of training in detail. [12]
- Q.2** Write a detailed note on ‘Marketing Mix’. [12]
- Q.3** Discuss in detail various factors affecting Working Capital Requirement of a company. [12]
- Q.4** State the needs for Supply Chain Management and its potential benefits. [12]
- Q.5** State and elaborate the components of external and internal environment of a firm. [12]
- Q.6** Elaborate on the significance of ‘Financial Ratio’ in financial analysis. [12]
- Q.7** Write short notes on **ANY TWO** of the following: [12]
- a) Merits of inventory
 - b) Penetration pricing
 - c) Performance Appraisal

SECTION – II

- Q.8** What are the major activities performed by the receiving department from the time materials are inwarded at the security gate until they are accepted and taken into stock? [16]
- Q.9** Prepare an advertisement to be published in local newspapers for the position of Receptionist in your organization. Make your own assumptions. [16]
- Q.10** You are a new manufacturer of electric bikes in India. Which method of physical distribution will you choose and why? Make assumption, if required. [16]