

- C. Control
D. Inventory
- f) What is Inventory? 01
 A. Stock
 B. Policies
 C. Vision
 D. Mission
- g) Which is not a level of Management? 01
 A. Middle level
 B. Top level
 C. Finance department
 D. Bottom level
- h) Management is an Art 01
 A. True
 B. False
- i) Controlling is not possible without? 01
 A. Planning
 B. Budgeting
 C. Staffing
 D. Co-ordinating
- j) Recruiting right person at the right time at right place is _____ 01
 A. Co-ordinating
 B. Planning
 C. Staffing
 D. Organizing
- k) Which of the following is not a method of Demand Forecasting? 01
 A. Market Test Method
 B. ABC Analysis
 C. Survey of Buyer's opinion
 D. Composite of Sales Force
- l) What are the Four P's? 01
 A. Policy, Place, Price, Promotion
 B. Product, Place, Price, Program
 C. Product, Place, Price, Promotion
 D. Product, Plan, Promotion, Price
- m) What is not the role of Finance Manager? 01
 A. Recruiting People
 B. Obtaining Funds
 C. Employing Funds
 D. Controlling the flow of money
- n) What is the role of Production Manager? 01
 A. Impart Training
 B. Motivate
 C. Production Control



D. Compensation and Remuneration

Attempt any four questions from Q-2 to Q-8

Q-2	Attempt all questions	(14)
a.	Explain the 14 Principles of Management as suggested by Henry Fayol.	07
b.	What is demand forecasting? Explain any 2 methods of Demand Forecasting.	07
Q-3	Attempt all questions	(14)
a.	Explain in detail about various factors affecting Plant location.	07
b.	Explain the process of Selection.	07
Q-4	Attempt all questions	(14)
a.	Write a note on functions of Management.	07
b.	Write a note on Marketing Mix using examples.	07
Q-5	Attempt all questions	(14)
a.	Define Finance Management and explain the scope for the same.	05
b.	Write a detailed note on Concepts of Marketing Management.	05
c.	What is Inventory Management? Explain.	04
Q-6	Attempt all questions	(14)
a.	Explain in detail the levels of Management.	07
b.	Differentiate between Product Layout and Process Layout.	07
Q-7	Attempt all questions	(14)
a.	Explain in detail basis of Segmentation.	07
b.	Define Human Resource Management and state the Objectives / Features for the same.	07
Q-8	Attempt all questions	(14)
a.	Explain in detail the objectives of Financial Management.	05
b.	Write a detailed note on types of Selection Tests.	05
c.	Write a note on ABC analysis.	04

