

- b. Discuss the characteristics of entrepreneurs. Write in brief about different types of entrepreneurs. (7)
- Q-5** **Attempt all questions** (14)
- a. Explain the different type of accounts with suitable examples. (7)
- b. Discuss the various errors disclosed by a trial balance with suitable examples. (7)
- Q-6** **Attempt all questions** (14)
- a. Name the various marketing function and describe in brief the importance of each function. (7)
- b. Explain the term 'sales Promotion'. Explain the techniques and objectives of sales promotion. (7)
- Q-7** **Attempt all questions** (14)
- a. Explain the qualities of good salesman. (7)
- b. What is meant by demand? Mention the factors which influence the demand for a commodity. (7)
- Q-8** **Attempt all questions** (14)
- a. Discuss the various factors which affect the design of a product. (7)
- b. Define the term 'Material Management'. Describe its objectives and importance. (7)

