

- C. Financial Manager
D. Human Resource Manager.
- h) _____ is the known as the Father of Management. 01
A. Fredrick Taylor
B. Henry Fayol
C. Peter Drucker
D. Luther Gulick
- i) The flow of opinions and suggestions amongst different levels of Management is _____ 01
A. Upwards
B. Downwards
C. Both Ways
D. None of the above.
- j) 4P's is also known as _____ 01
A. Product Lifecycle
B. Parallel Pricing
C. Marketing Mix
D. Price Discrimination
- k) _____ is not a part of Inventory. 01
A. Semi Finished Goods
B. Finished Goods
C. Machinery
D. Consumables
- l) _____ is responsible for the success of the Organization. 01
A. Employees
B. Top level
C. Both of these
D. None of these.
- m) In marketing, _____ is the focal Point. 01
A. Sales
B. Adverting
C. Profit
D. All of these
- n) Technical skills are needed more at _____ level. 01
A. Top
B. Middle
C. Bottom
D. All of these

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

- Q-2 Attempt all questions (14)**
- a. Explain any two methods of Demand Forecasting in detail. 07
b. Elaborate the Factors affecting Selection of site / Plant Location. 07

- Q-3 Attempt all questions (14)**
- a. Explain the method of ABC Technique in detail. 07
b. Write a note on 4P's. 07



