

Total No. of Questions : 8]

SEAT No. :

P1729

[Total No. of Pages : 2

[5460] - 558
T.E. (E & Tc)
BUSINESS MANAGEMENT
(2015 Pattern)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Answer Q.1 or Q.2, Q.3 or Q.4, Q.5 or Q.6 , Q.7 or Q.8.*
- 2) *Neat diagrams must be drawn wherever necessary.*
- 3) *Figures to the right side indicate full marks.*
- 4) *Use of calculator is allowed.*
- 5) *Assume suitable data if necessary.*

- Q1)** a) Draw and explain the flowchart of Planning in the management? [8]
b) Enumerate Juran's 10 steps of Quality Improvement. [6]
c) Write a note on Cost - Benefit analysis? [6]

OR

- Q2)** a) What do you understand by quality of design, conformance and performance. Explain in detail. [8]
b) A gear manufacturing Company sells gears at a selling price of Rs. 250 per unit. The company has fixed cost commitment at Rs. 20 Lacs and variable cost of Rs. 125 per unit. Calculate : [6]
Break Even Sales Quantity.
Break Even Sales
Contribution
Margin of Safety if actual production quantity of 60,000 Units.
c) Compare between F.W. Taylor's and Henry Fayol's theory of management. [6]

P.T.O.

Q3) a) Explain functions of HR management? [8]

b) Explain systematic approach to training? [8]

OR

Q4) a) Explain Human Resource Information System? [8]

b) Define Recruitment and Selection strategies? Also write the difference between them? [8]

Q5) a) What is Entrepreneurship? Explain the characteristics of Entrepreneurship. [8]

b) What are the government policies and incentives for business? [8]

OR

Q6) a) Explain two important documents for formation of Joint Stock Company? [8]

b) Discuss the different sources of Finance. [8]

Q7) a) What is Marketing? Briefly state the need for working. Enumerate the function of Management? [10]

b) Explain Modern marketing system? [8]

OR

Q8) a) Write note on : [10]

i) Supply Chain Management.

ii) Customer Relationship Management.

b) Explain Blogging and Micro Blogging Event Management. [8]

