

	<p style="text-align: center;"><b>ADAMAS UNIVERSITY</b>  <b>END (EVEN) SEMESTER EXAMINATION : MAY 2021</b>  (Academic Session: 2020 – 21)</p>		
<b>Name of the Program:</b> (Example: B. Sc./BBA/MA/B.Tech.)	B. Tech.	<b>Semester:</b> (I/III/ V/ VII/IX)	VIII
<b>Paper Title :</b>	Management II	<b>Paper Code :</b>	MBA44116
<b>Maximum Marks :</b>	40	<b>Time duration:</b>	3 Hrs.
<b>Total No of questions :</b>	08	<b>Total No of Pages:</b>	02
(Any other information for the student may be mentioned here)			

**Group A**  
*Answer all the Groups*

**Answer all the questions of the following** **5 × 1 = 5**

1.    a) Define EOQ.
- b) Define Compensation.
- c) Define Marketing Mix.
- d) Define ERP.
- e) Define Logistics.

**GROUP –B**

**Answer any three of the following** **3 × 5 = 15**

2.    Explain the elements of an efficient ERP System.
3.    Suppose your father run a general store in a local area. If you implement ERP over there what are the benefits your father get after implementing ERP.
4.    List out of the steps involved in Recruitment Process.
5.    Explain the concept of marketing mix.

**GROUP –C**

**Answer any two of the following** **2 × 10 = 20**

6.    (a) A manufacturer reported that he needs to order a particular RM in every 3 months by 900 units. The cost per unit is ₹12 and the order cost is ₹16 per order and Carrying cost is 25%. How much the company will save if they go for EOQ buying option. (5)
- (b) Explain Entity Relationship Model of Database Management. (5)
7.    (a) Explain why performance management is needed in the organization. (5)

(b) Explain how logistics and supply chain management enhances the business efficiency. (5)

**8.** (a) Explain different types of Customer Values.

(b) List out all the core business processes, which will make the business competitive. (5)