

B.TECH SEM - V (2007 COURSE) (CHEMICAL ENGG.) :
SUMMER - 2018

SUBJECT: BUSINESS ORGANIZATION AND MANAGEMENT

Day : **Monday**
Date : **21/05/2018**

S-2018-2648

Time : **10.00 AM TO 01.00 PM**
Max. Marks: 80

N. B.:

- 1) **Q.No.1 and Q.No.5 are COMPULSORY.** Out of the remaining attempt **ANY TWO** questions from each sections.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answer to both sections should be written in **SEPARATE** answer book.
 - 4) Assume suitable data, if necessary.
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SECTION- I

- Q.1** a) Scalar principle is applicable for which form of organization Explain. (04)
b) What is Job Evolution? State objectives and importance of it. (04)
c) If you buy from me, I buy from you, Explain this policy. (06)
- Q.2** a) You can't motivate managers, They are self propelled you just get out of their way if you really want performance Comment. (06)
b) Describe functional organization in detail. (07)
- Q.3** a) Discuss the sources of recruitment. (07)
b) What is motivation? Justify its importance. (06)
- Q.4** What is need of advertisement and promotion of product? (13)

SECTION- II

- Q.5** a) Explain the concept of skimming pricing in detail with relevant examples. (05)
b) Explain patent and patent rights. (05)
c) Write a note on EXIM Bank. (04)
- Q.6** a) Describe diffusion process in the adoption of an innovation. (06)
b) Why new products fail? What are the critical forces influencing the management of the product. (07)
- Q.7** a) Discuss various initiatives takes by government for export promotion. (07)
b) Write note on MODVAT. (06)
- Q.8** a) Discuss the different types of contract in detail. (07)
b) Give significance of simo chart and string chart. (06)

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