

S.D.E.

M.C.A. SEM - I : SUMMER - 2018

SUBJECT: INTRODUCTION TO MANAGEMENT FUNCTIONS

Day : **Monday**

Time: **10.00 A.M. TO 1.00 P.M.**

Date : **04/06/2018**

Max. Marks: 80

S-2018-4606

N.B.:

- 1) Attempt **ANY FIVE** questions from Section – I and **ANY TWO** questions from Section – II.
- 2) Answers to both the sections should be written in **SEPARATE** answer books.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Define Performance Appraisal. Explain any two modern methods of performance appraisal. [10]
- Q.2** Discuss in detail various roles of Advertising in modern era. [10]
- Q.3** Scope and importance of Materials Management function has increased with globalization. Comment. [10]
- Q.4** What do you mean by 'Working Capital'? Elaborate on the factors affecting working capital requirement. [10]
- Q.5** Write a detailed note on 'External Environment' of a firm. [10]
- Q.6** Discuss in detail various steps involved in recruitment and selection in an organization. [10]
- Q.7** Write short notes on **ANY TWO** of the following: [10]
- a) Penetrative Pricing
 - b) Risk-Return trade-off
 - c) Ratio Analysis

SECTION – II

- Q.8** Discuss in detail various methods of Sales Promotion with the help of suitable examples. [15]
- Q.9** Come up with an advertisement to be published in national newspapers for the position of 'AVP Finance' for your organization. You can make your own assumptions. [15]
- Q.10** Prepare a plan for Physical Distribution for fresh vegetable and fruits in and around the city. Make your own assumption. [15]

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