

S.D.E.

**M.C.A. Sem - I (Old Course) : WINTER - 2018**  
**SUBJECT : INTRODUCTION TO MANAGEMENT FUNCTIONS**

Day : Saturday  
Date : 01/12/2018

Time : 10.00 AM TO 1.00 PM  
Max. Marks : 80

**W-2018-4794**

**N.B.:**

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

**SECTION – I**

- Q.1** What is Performance Appraisal? Explain any two methods of performance appraisal in detail. [12]
- Q.2** Explain role of Advertising in the globalized world. [12]
- Q.3** Write a detailed note on 'Financial Forecasting'. [12]
- Q.4** Elaborate on different functions under Operations Planning and Control. [12]
- Q.5** Define Strategy. State its importance when an organization intends to diversify. [12]
- Q.6** What is Working Capital? Discuss the importance and limitations of working capital in brief. [12]
- Q.7** Write short notes on **ANY TWO** of the following: [12]
- a) Sales Promotion
  - b) PERT / CPM
  - c) Ration Analysis

**SECTION – II**

- Q.8** Discuss the pricing techniques applicable to FMCG products being launched in a highly competitive market. [16]
- Q.9** Your organization is opening a new Retail outlet in the city in next six month. Outline the procedure to select 25 new Front Desk staffs. [16]
- Q.10** Prepare a plan for Physical Distribution of fresh fruit and vegetable in an around a city. Make your own assumptions. [16]

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