

**B.SC. (I. T.) SEM. - V (CBCS - 2015 COURSE) : WINTER -
2017**

SUBJECT: INTRODUCTION TO BUSINESS VERTICALS

Day: **Thursday**
Date: **28/12/2017**

Time: **10.00 A.M. TO 01.00 P.M.**
Max. Marks: 60

W-2017-0858

N.B.:

- 1) Attempt **ANY FIVE** questions.
- 2) All questions carry **EQUAL** marks.

Q.1 Write short notes on **ANY TWO** of the following:

- a) Benefits and drawbacks of planning
- b) Balance sheet and Profit and Loss Accounting
- c) Service Quality
- d) Craft system of production

Q.2 Discuss the five concepts that organization use in conducting their marketing activities.

Q.3 Discuss the various classification of manufacturing methods. Give suitable examples of the five production methods. Use suitable examples.

Q.4 Why is Inventory management very important for any manufacturing company? What are the methods of Inventory Management?

Q.5 Discuss the three sector hypothesis viz., Primary, Secondary and Tertiary. What is the importance of each sector?

Q.6 Use suitable examples to highlight the difference between the manufacturing sector and the service sector.

Q.7 Explain the following:

- a) What brought up the emergence of LCC (Low Cost Carriers)? What are their advantages over FSC (Full Service Carriers)?
- b) What are the major issues facing the aviation industry in India today?

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