

S.D.E.

M.C.A. SEM - I : WINTER - 2017

SUBJECT: INTRODUCTION TO MANAGEMENT FUNCTIONS

Day : **Friday**

Date : **15/12/2017**

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

Max. Marks: 80

W-2017-4415

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 Recruitment and Selection. Explain the process of selection in detail. **[10]**
- Q.2** Write a detailed note on 'Marketing Mix'. **[10]**
- Q.3** What do you mean by Financial Functions? Discuss in detail its relationship with other functions. **[10]**
- Q.4** Elaborate on various functions under Operations Planning and Control. **[10]**
- Q.5** What are various components of external and internal environment of an organization? Explain each of them in short. **[10]**
- Q.6** Explain in detail various components of 'Working Capital'. **[10]**
- Q.7** Write short notes on **ANY TWO** of the following: **[10]**
- a) Financial Planning
 - b) Merits of Inventory
 - c) Sales Promotion

SECTION – II

- Q.8** Discuss the pricing techniques applicable to cosmetic products being launched in a highly competitive market. **[15]**
- Q.9** Come up with a Performance Appraisal form for supervisory staff of a firm operating in engineering industry. **[15]**
- Q.10** Assume that you are a new manufacturer of solar panels in this country. Which method of physical distribution will you choose? Support your answer with the help of sound logic. **[15]**

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