

Total No. of Questions : 8]

P2958

SEAT No. :

[Total No. of Pages : 2

[5669]-548

T.E. (E & TC)

### BUSINESS MANAGEMENT

(2015 Pattern)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Answer Q.1 or Q.2, Q.3 or Q.4, Q.5 or Q.6 and Q.7 or Q.8.
- 2) Neat diagrams must be drawn wherever necessary.
- 3) Figures to the right side indicate full marks.
- 4) Assume Suitable data if necessary.

- Q1)** a) Summarize on Elton Mayo theory of behavioural approach [6]  
b) Identify and describe quality management assistance tools. [6]  
c) Elaborate the concept of cost benefit analysis with standard graphical representation and enlist the objectives of it. [8]
- OR
- Q2)** a) Justify- customer service and innovation are vital to the manager's position. [6]  
b) Interpret the philosophy of Total Quality Management (TQM) with its benefits and limitations. [6]  
c) A company producing a single product at Rs. 5 each. The marginal cost of production is Rs. 3 and fixed cost is Rs. 200 P. A. Calculate (a) P/V ratio (b) Break Even Point (c) The sales to earn a profit of Rs. 250 [8]
- Q3)** a) Define Human Resource Management and describe deliberate significance of it. [8]  
b) Describe the human resource planning with neat schematic and list out the objectives of it [8]

OR

- Q4)** a) Clarify the concept of career development. Judgment on career planning and management [8]  
b) Enlist the steps in talent acquisition process and justify-recruitment strategies are well designed to build the right team. [8]
- Q5)** a) Identify and describe the role of an entrepreneur in the economic development. [8]  
b) State and explain various traits of entrepreneur. [8]
- OR
- Q6)** a) Discuss on "Women Entrepreneur" and describe policies with schemes for their India. [8]  
b) Identify and describe the categories of financial needs of a business venture with sources of finance. [8]
- Q7)** a) Define segmentation and describe basis of segmentation of consumer goods with tree diagram. [10]  
b) Explain the need of market research and describe the salient features of it. [8]
- OR
- Q8)** a) State the objectives of pricing and explain the factors influencing pricing decision [10]  
b) Enlist the types of branding and enumerate the activities of sales force management. [8]

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P.T.O.