



- f. Inventory can be in the form of
- (A) Raw materials (B) Semi finished goods  
(C) In process goods (D) all of the above.
- g. A linear programming problem is called so, because in that problem
- (A) all the functions expressing the constrains are linear  
(B) the objective function also should be linear  
(C) both (A) and (B)  
(D) None of the above.
- h. An investment cost input to be made by the firm is called
- (A) Direct cost (B) Indirect cost  
(C) Appraisal cost (D) None of the above
- i. ISO certification is
- (A) not a cure all for quality (B) not a TQM  
(C) a mean for quality management (D) all of the above
- j. Advertisement helps in
- (A) Increase in sales (B) Building-up the brand image.  
(C) Precipitating buying action (D) all of the above

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**Answer any FIVE Questions out of EIGHT Questions.  
Each question carries 16 marks.**

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- Q.2** a. Enlist various schools of management thoughts. Explain any two of them in detail. (8)
- b. Define planning. Enumerate various actions taken by a planning manager for effective planning. (6)
- c. State duties of: (i) Design officer and (ii) Sales officer. (2)
- Q.3** a. Give difference between Classical theory and Neo- classical theory of organisation. (6)
- b. Describe the needs, advantages and limitations of a project organisation. (6)
- c. Explain Taylor's functional organisation. (4)
- Q.4** a. Explain the objectives and characteristics of organizational development. (8)

b. Discuss the motivation need, factors affecting motivation and motivational techniques in detail. Also, enlist three negative motivational techniques. (8)

**Q.5** a. State characteristics of a good personnel policy. (6)

b. Explain each of the following: strikes, lockout, picketing and gherao. (8)

c. Differentiate 'Productivity' and 'Production'. (2)

**Q.6** a. Explain the process of a budget formation for a medium size firm. (8)

b. Give difference between CPM and PERT. (4)

c. A project plan is given below. Solve the problem and construct the network. (4)

Task	A	B	C	D	E	F
Precedence Task	-	-	B	A,C	A	D,E

**Q.7** a. Define Market Research. Explain various techniques of market research. (8)

b. Explain the various methods of executive training and development. (8)

**Q.8** a. Explain the concept of break even analysis with the help of diagram. (6)

b. Explain ABC Analysis of Inventory Control by giving an illustration. (8)

c. Discuss group dynamics. (2)

**Q.9** Write technical notes on: (16)

(i) Managerial Leadership.

(ii) Features of Minimum wages Act 1948.

(iii) Grievance Handling.

(iv) Product Packaging.