Q.P. Code : 34130

Duration: 2 1/2 hours

Max marks: 75

NOTE: i. All questions are compulsory.

ii.Figures to the right indicate full marks.

iii.Draw neat and clean diagram wherever necessary.

Q1 a.   Match the Column (Any 8)   8

1) Inherited business	a. Aid-to-trade
2) Banking	b.Internal environment
3) Co-operative organization	c. External micro environment
4) Vision, mission	d.1969
5) Distributors	e.Capitalism
6) Demographics	f.Joint Hindu Family
7) MRTP Act	g.External macro environment
8) Lesser government regulation	h.Rendering service
9) Private Ownership	i. Liberalisation
10) Dominant One party system	j. Cuba

b.   State whether the following statements are true or false (Any 7)   7

1)   Political uncertainty & economic prosperity go together

2)   Corporate social responsibility makes social groups satisfied

3)   GATT was replaced by WTO

4)   MNC's create brain drain in the host countries

5)   CSR propagates unfair trade practices

6)   Honesty & Integrity have an impact of business

7)   Social audit determines social performance

8)   Cultural factors have no impact on business

9)   According to Michael Porter competition in an industry is influenced by two factors.

10)   The banking sector has emerged as a sunrise sector in the Indian economy.

Q2 a   Explain in brief various components of business environment.   15

OR

Q2 a   Discuss in detail the nature of business.   8
    b. Write a detailed note on Socialism.   7

Q3 a   Discuss in detail the political institutions in India   8
    b. "Joint sector helps in the growth of economy". Explain.   7

OR

Q3 a   What is social audit? Explain its importance for business.   8
    b. What are the basic factors influencing corporate governance.   7

Q4 a   Explain the impact of technology on business.   8
    b. Discuss competitive strategies that firms usually apply to stay in business.   7

OR

Q4 a   Evaluate Direct and Indirect Exporting as a tool to enter foreign market.   8
    b. Describe briefly the objectives and functions of WTO.   7

Q5 a   Discuss the various dangers of MNCs to developing country.   8
    b. Explain the functions of FDI in developing countries.   7

OR

Q5   Write short notes on **any 3:**
    a. Types of Industry   15
    b. Joint Hindu Family Business
    c. Socio Cultural Environment
    d. CSR
    e. Investment opportunity in service Industry

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Q. P. Code: 33878

Time: 2 ½ hours   Marks: 75

Note: 1) All Questions are compulsory.
      2) Figure to the right indicates full marks.

(8)

1.A Choose the correct alternatives (any eight)

(i)   _____ means integrating the national economy with the world economy.
       (Globalisation, Privatisation, Socialisation)

(ii)   _____ farming is undertaken by large firms either by buying the land
       ortaking land on lease basis.
       (Corporate, Contract, Mutual)

(iii) Human Rights have _____ application.
       (Social, Political, Universal)

(iv)   The General Assembly adopted the UDHR on _____ 1948, at Paris.
       (10th December, 11th December, 12th December)

(v)   _____ degrades the soil and makes the cultivation of the crops impossible.
       (Deforestation, Desertification, soil erosion)

(vi)   _____ is the study of relationship between organisms and their environment.
       (Biology, Sociology, Ecology)

(vii) _____ refer to moral and social norms that are essential for the well-being of an
       individual, group or society.
       (Values, Ethics, Prejudices)

(viii) _____ are generalisations or assumptions about the characteristics of traits
       ofpeople belonging to a group.
       (Stereotypes, Prototypes, Sociotypes)

(ix)   The _____ needs lie at the highest level of the hierarchy of Maslow's Need
       Hierarchy Theory.
       (Physiological, Social, Self-actualisation)

(x)   _____ don't believe in taking risk.
       (Concealers, Attackers, Addressors)

1. B State whether the statement is True or False   (7)

(i)   Brain Drain is a positive impact of globalisation.
(ii)   Immigration means moving into a new country.

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(iii) The UDHR consists of 28 articles.
(iv) Writ can be issued only by Supreme Court.
(v) Abiotic components are non-living compound and physical elements in the environment.
(vi) Atmosphere regulates the global temperature.
(vii) Environmental factors are only factor causing stress.
(viii) Eustress are also known as negative stress.
(ix) Maslow's theory is on Human Motivation.
(x) Meditation is an effective method of relieving stress.

2. Discuss the concept of privatisation. Highlight the advantages and disadvantages of privatisation. (15)

OR

What is migration? Discuss the causes and consequences of migration.

3. Discuss the civil, political and economic rights under UDHR. (15)

OR

Explain the concept of human rights. What are the important landmarks in the development of modern human rights?

4. What is Sustainable Development? Discuss the basic components of Sustainable Development. (15)

OR

What are the causes of aggression and violence? Discuss measures for resolving aggression and violence in society.

5. What is stress? Discuss various strategies to reduce stress. (15)

OR

Write short notes on (any three):

(a) Advantages of liberalisation
(b) Right against exploitation
(c) Air pollution
(d) Family as agent of socialisation
(e) Importance of values in society

****

EB0C22D□□B50C□□□□

[Time: 2 ½ Hours]   [Marks: 75]

Please check whether you have got the right question paper.

N.B: 1. All questions are compulsory subject to internal choice.
        2. All questions carry equal marks.

Q1 (A) Fill in the blanks choosing the correct alternatives. (Any 7)   (7)

1. Management is a _____ science.
   (a) physical   (b) social   (c) pure
2. _____ skills refers to the ability of a manager to interact with his subordinates.
   (a) technical   (b) conceptual   (c) human
3. _____ is known as the father of scientific management.
   (a) F W Taylor   (b) Henry Fayol   (c) Peter Drucker
4. Programmed decisions are on _____ problems.
   (a) rare   (b) repetitive   (c) fixed
5. A _____ prescribes the precise time when each of the series of action should take place.
   (a) project   (b) budget   (c) schedule
6. _____ organization is the oldest and the simplest form of organization structure.
   (a) line   (b) functional   (c) matrix
7. In the matrix organization, the employees have to work under _____ authority.
   (a) single   (b) dual   (c) triple
8. _____ theory is related to span of control.
   (a) Graicunas   (b) managerial grid   (c) game
9. Corrective action is one of the steps in _____ process.
   (a) planning   (b) control   (c) direction
10. _____ leader gets things done by putting pressure on the workers.
    (b) paternalistic   (b) democratic   (c) neurocratic

**Q1(B) State whether the following statements are True or False.
(Any 8) (8)**

1. Management is what management does.
2. Professionals do not require expert knowledge and skills.
3. Planning is the secondary function of management.
4. Mission points out beliefs and philosophy of the management.
5. Rules are rigid and demand a specific action.
6. Formal organization spreads rumours.
7. Span of control means the number of subordinates that can be managed by the managers.
8. Line managers argue that the staff managers do not supply relevant information quickly.
9. Situational leader combines traits of all types of leaders.
10. A leader influences people to achieve their objectives.

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Q2(A) Is management an art? Illustrate your answer. (8)

Q2(B) Explain any seven principles of management given by Henry Fayol. (7)

OR

Q2(C) Explain the managerial grid theory. (8)

Q2(D) What are the levels of management? Explain the functions of each level. (7)

Q3(A) Outline the main advantages of planning. (8)

Q3(B) Briefly explain the concept of MBO. (7)

OR

Q3(C) Explain the importance of decision making. (8)

Q3(D) Describe any four techniques of decision making. (7)

Q4(A) Discuss the merits and demerits of informal organisation. (8)

Q4(B) Bring out the importance of departmentation. (7)

OR

Q4(C) Distinguish between centralisation and decentralisation. (8)

Q4(D) Explain the principles of effective delegation of authority. (7)

Q5(A) Discuss the need for green management. (8)

Q5(B) What are the qualities of a good leader. (7)

OR

Q5. Write Short Notes on: (Any 3) (15)

    (a) POSDCORB

    (b) Factors affecting span of control

    (c) Co-ordination

    (d) Corporate Social Responsibility

    (e) Process of direction

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Q. P. Code: 12169

Duration: 2½ hours   Total Marks: 75

N. B. 1) All questions are compulsory.

Q. I. A. Fill in the blanks with suitable options. (Any Eight):   (08)

1) A/An .... provides written intimation about the date, time and venue of a business meeting.
   (Notice / Resolution / Agenda)

2) A Structured Interview is ....
   (pre – planned / unplanned / planned on the spot)

3) .... are based on the findings of a Business Report.
   (Recommendations / Terms of Reference / Summary)

4) The primary objective of a/an .... Interview is to select the best candidate for the job. (Selection / Exit / Appraisal)

5) Conferences provide a valuable base for ....
   (Seminars/Committees/Symposia)

6) Business meetings have a/an .... agenda.
   (indefinite / dynamic / fixed)

7) A Group Interview is similar to a .... (Group Discussion / Panel Interview / Structured Interview)

8) Suggestion Schemes are an example of .... Communication.
   (Upward / Downward / Zigzag)

9) Catalogue, Price-list and Product Literature are sent by a seller in response to a Letter of .... (Order / Complaint / Inquiry)

10) A conference should be .... (need based / choice based / quality based)

Q. 1. B. Match the following (Any Seven).   (07)

1)	Motion	a)	Vote of Thanks
2)	Conference	b)	Review of Performance
3)	Promote Sales	c)	Open House
4)	Last Item in the Agenda	d)	Outgoing Employee
5)	Exit Interview	e)	Give Latest Developments
6)	Bulletins	f)	Proposal
7)	Appraisal Interview	g)	Exchange of Views
8)	Skype	h)	Discounts
9)	Group Communication	i)	Group Discussion
10)	External PR	j)	Video Chat

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Q. 2   A.   How should a candidate prepare himself for a Job Interview?   (07)
       B.   List and explain the factors that must be considered to organize
            a successful conference.   (08)

OR

       C.   What is a Grievance Interview? Why should it be conducted?   (07)
       D.   Define Public Relations. List and explain any five measures to
            promote the external Public Relations of an organization.   (08)

Q. 3   A.   An educational institution requires one hundred and fifty desks
            for its classrooms. Draft a Letter of Inquiry addressed to Famous Furniture
            Mart asking for a price-list and catalogue. Use the Complete Block
            layout.   (07)
       B.   Mr. Gupta bought two dozen fruit drink cans from Super Bazar.
            On checking the cans at home Mr. Gupta realized that the cans
            sold to him were 20 days past their expiry date. Draft a Letter of
            Complaint on his behalf. Use the Modified Block layout.   (08)

OR

       C.   Draft an Investigative Report with recommendations about the
            unhygienic conditions in the canteen of Wonder Works Pvt. Ltd,
            Chembur, Mumbai.   (10)
       D.   Draft the Notice and Agenda for the Annual General Meeting of
            Phoenix Computers, Worli, Mumbai.   (05)

Q. 4   A.   Draft a Sales Letter to promote a 'Vedic Maths and Abacus Center'.
            Use the Semi Block layout.   (07)
       B.   Amrit Lal had paid his telephone bill in time, yet his telephone line
            was disconnected on charges of non-payment. This has happened
            for the third consecutive month. Draft a letter on his behalf
            addressed to the Consumer Redressal Forum seeking compensation
            for the harassment and immediate restoration of the connection.
            Use the Complete Block layout.   (08)

OR

       C.   Draft an RTI Letter seeking information regarding your application for a
            driving license that has not been processed in spite of having passed the
            Driving Test and having submitted the required documents three
            months ago.   (07)

(08)

D. Summarize the following passage:

The educational philosophy of Swami Vivekananda is a harmonious synthesis between the ancient Indian ideals and modern Western beliefs. He not only stressed upon the physical, mental, moral, spiritual and vocational development of the child, but also advocated women's education, as well as education of the masses. The essential characteristics of the educational philosophy of Swami Vivekananda are idealism, naturalism and pragmatism. From a naturalist view point, he emphasized that real education is possible only through nature and natural propensities. From an idealist view point, he insisted that the aim of education was to develop the child with moral and spiritual qualities. From a pragmatist view point, he emphasized the need for Western education of technology, commerce, industry and science to achieve material prosperity. In short, first he emphasized spiritual development, then natural propensity, after that safety of life and then solving the problems of food and clothing of the masses.

Swami Vivekananda considered women to be the incarnation of power. He rightly pointed out that unless Indian women secure a respectable place in this country the nation can never move forward. The important features of his scheme for female education are, "Make women strong, fearless and conscious of their chastity and dignity". He insisted that men and women are equally competent not only in the academic matters, but also in other spheres of life. Swami Vivekananda being a keen observer could distinguish the difference in perception about the status of women in the West and in India. "The ideal woman in India is a mother, a mother first, and a mother last" he declared.

(15)

Q. V. Write short notes: (Any Three)

1) Advantages of Conferences
2) Role of a Chairperson in a Business Meeting
3) Appraisal Interview
4) Videoconferencing
5) Functions of the Public Relations Department of an Organization

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3

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Q.P. Code: 08061

[Time: 2½ Hours]   [Marks:75]

Please check whether you have got the right question paper.

N.B: 1.   All questions are compulsory.

8

A   State TRUE or FALSE - Answer (any 08)
1   In personal selling, seller and buyer come in direct contact with one another
2   Product research relates to manufacturing and marketing of the product
3   Zero level channel of distribution has numerous middlemen.
4   Firms have better control on micro environment than macro.
5   Geographic segmentation includes variables such as region, cities and states.
6   Legislations are a part of Political environment.
7   Government Policy is not a controllable marketing factor
8   Decline stage is the first stage in Product life Cycle.
9   Skimming Pricing involves selling at low price initially
10   Brand helps to identify one product from the other.

7

B   Match the following - Answer (any 07)

a) Social Factors	i) FaceBook
b) Irregular Demand	ii) Psychological Factors
c) PEST	iii) Production Concept
d) Logo	iv) Promotion
e) Focuses on volume of Production	v) Customer Satisfaction
f) CRM	vi) Environmental Scanning
g) Attitude	vii) Place Mix
h) Coupons & Rebate	viii) Reference Groups
i) Social Media Marketing	ix) Brand
j) Distribution Channel	x) Seasonal Demand

Q. 2   a   What do you mean by marketing? Explain the features of marketing   8

        b   Explain the 4 Cs of marketing   7

OR

        P   Discuss how marketing has evolved from exchange process to holistic marketing.   8

        q   Highlight the difference between marketing and selling.   7

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Q. 3	a.	Discuss the elements of macro environment of business.	8
	b	Explain the factors affecting consumer behavior.	7

OR

	p	What is Marketing Information System (MIS)? Explain its importance	8
	q	What is consumer research? Explain the need for consumer research	7

Q. 4	a	Discuss the levels of a product	8
	b	Explain the role and importance of packaging in marketing products	7

OR

	p	What is a distribution channel? Suggest, with reasons, suitable distribution channel for the following products: i. Cheese ii. Laptop iii. School bags	8
	q	Discuss the objectives of pricing	7

Q. 5	a	What is e-marketing? Explain the limitations of e-marketing	7
	b	Discuss the need and significance of Relationship Marketing	8

OR

	p	Write Short Notes on (any 3) i. Segmentation ii. Advantages of Internet Marketing iii. Social Marketing iv. Targeting v. Marketing using Social Media	15

Note: All questions are compulsory

Q.1. a. Fill in the blanks: (Any 8)   (8)
1. The central government may constitute one or more_____ Tribunal for the adjudication of industrial dispute involving questions of national importance.
2. Lay off compensation is to be paid @_____ of the average wages.
3. Every registered Trade Union has a _____ succession.
4. Artificial humidification is a _____ provision under the factories act.
5. A workman under workmen's compensation act is not liable for compensation, if at the time of accident he was under influence of_____.
6. _____ Benefit is paid to the eldest surviving member of the family of insured person under the ESI Act.
7. The employees Provident Fund money is invested in _____ bonds.
8. Fine should not be imposed on any employee who is under the age of_____ years.
9. In case of death of an employee his _____ is entitled to get the bonus due to the employee.
10. Employee in a seasonal establishment will get gratuity at the @ of _____ days wages for each season.

Q.1.b. True or False: (Any 7)   (7)
1. Extraction of salt from sea water is a factory.
2. A police officer is a workman under Industrial disputes act.
3. Closure means temporary closing down of the place of employment.
4. Role of a trade union is to secure fair wages to for workers.
5. If there are 100 numbers of employees, then employer has to provide a canteen.
6. Partial disablement means where disablement is of a permanent nature.
7. Marriage is a precondition for maternity benefit.
8. The provident Fund contribution as a % of wages is 12% of salary.
9. Wages does not include any bonus payable under the terms of employment.
10. Spitting outside spittoons is offence punishable with fine up to rs.5/-.

Q.2. a. State the difference between Individual Dispute and Industrial Dispute under IDA.   (7)
b. What are the purposes for which general fund of a registered trade union can be spent?   (8)

OR

a. Bring out the difference between strike and lockout. .   (8)
b. What is the legal status and role of trade union?   (7)

Q3. a. Write in brief on rules of medical examination of Workmen under workmen's compensation Act.   (8)
b. Explain the provisions of health under Factories act.   (7)

OR

a. Distinguish between Partial and total Disablement .   (8)
b. Enumerate the term Worker and Manufacturing process under Factories act.   (7)

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Q4.a. Summarise the different types of Benefit under the ESI Act. (8)
   b. Explain in detail the provisions relating to employees pension scheme. (7)

OR

a. Explain the constitution of Medical Benefit Council under ESI Act. (8)
b. What are the obligations of the employer under the ESI Act? (7)

Q5.a. Define Wages. Explain the rules of payment of wages under payment of wages ACT. (8)
   b. What do you mean by 'Allocable surplus' and 'Available Surplus' under payment of Bonus Act (7)

OR

Q.5. Short Notes (Any 3) (15)
   a. AWARD
   b. Calculation of gratuity and payment of gratuity
   c. Employees deposit linked insurance scheme
   d. Employees Insurance Court.
   e. Doctrine of assumed Risk.

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Q.P. Code :31979

[Time: $2\frac{1}{2}$ Hours]

[Marks:75]

Please check whether you have got the right question paper.

N.B:
1. All questions are compulsory
2. In Q.1 attempt both the sub-parts A&B.
3. Figures to the right indicate marks.
4. Use of non-programmable calculator is allowed.

Attempt both subparts A& B:

(A) Write the appropriate answer (Any Eight):   08

1. Given, Principal = Rs.1500, Number of years=3, Interest=Rs.225, then the rate of Simple Interest will be:
   i.   3 %pa
   ii.   4 %pa
   iii.   5 %pa
   iv.   6 %pa

2. The point of no profit no loss is known as :
   i.   Equator
   ii.   Break Even Point
   iii.   Null point
   iv.   Variable point

3. The number of ways in which 3 boys and 4 girls can be arranged in a row so that all the three boys are together are:
   i.   3! x 4!
   ii.   5! x 3!
   iii.   7!
   iv.   None of the above.

4. A square matrix whose determinants is zero is called:
   i.   Singular
   ii.   Non singular
   iii.   Scalar
   iv.   Identity

5. For matrix multiplication, the number of Columns of first matrix should be_____ number of rows of Second Matrix:

   i.   Less than
   ii.   Equal to
   iii.   More than
   iv.   Square of

14

6. The determinant value, of a 2x2 matrix, and its transpose are _____
   i. the same
   ii. never the same
   iii. 2 Dimensional
   iv. 3 Dimensional

7. The derivative of $x^2 \log x$
   i. $x^2 \log x$
   ii. $1 + 2 \log x$
   iii. $2 \log x$
   iv. None of the above

8. The extra revenue that an additional unit of a product will earn is called:
   i. Conditional Revenue
   ii. Marginal Revenue
   iii. Elastic Revenue
   iv. Average Revenue

9. The pre-condition in the method of finite differences is that values of the arguments are :
   i. equidistant
   ii. non equidistant
   iii. logarithmic
   iv. exponential

10. While finding the difference of two successive entries in the forward difference table, the upper number is always _____ the lowest number:
    i. added to
    ii. subtracted from
    iii. divided from
    iv. multiplied to

(B) Match the columns (Answer Any Seven):   07

	column A		column B
i.	Sinking Fund	a)	Demand>Supply
ii.	Scalar Matrix	b)	When a matrix is equal to its transpose
iii	Stationary Point	c)	maxima
iv	Equilibrium Point	d)	Total Revenue/Total Quantity
v	Identity Matrix	e)	Δ
vi	f'(x)<0 at critical point	f)	Point at which dy/dx=0
vii	Forward difference operator	g)	Neither maxima nor minima
viii	Average Revenue	h)	Type of annuity that can be used to replace a depreciating asset
ix	Point of Inflection	i)	A. A^{-1}
x	Symmetric Matrix		Demand = Supply
		k)	When a matrix is equal to its inverse
		l)	$\begin{bmatrix} 3 & 0 \\ 0 & 3 \end{bmatrix}$

Q.2 A Mr. Valia invested some money at a certain rate of simple interest per annum. The total amounts **08** received by him were Rs.7654.4 in 2 years and Rs.7948.8 in 4 years respectively. Find the principal and the rate of simple interest.

B A manufacturer has invested Rs.30,000 as fixed cost and a variable cost of Rs.20 per unit for **07** production of toys. If each toy can be sold at Rs.40, find the Cost function, Revenue Function and Profit Function. Also find the number of toys to be produced to achieve the Break Event point.

OR

Q.2 P Find the amount at the end of one year of an annuity of Rs.500 payable quarterly, rate of interest **08** being 16% p.a.

Q. The staff of a department consists of a manager, an officer and 10 clerks. A committee of 4 to be **07** selected from this department. Find the number of ways in which this can be done so as to always include:

    i.   the Manager
    ii.   the Manager but not the officer.

08

Q.3 A (i)   Find matrix X if:
$$Y = \begin{bmatrix} 3 & 2 \\ 0 & 4 \end{bmatrix} \text{ and } 2X+Y = \begin{bmatrix} 1 & 0 \\ -3 & 2 \end{bmatrix}$$

    (ii)   Find matrices X and Y if:
$$X+Y = \begin{bmatrix} 7 & 19 \\ 2 & 5 \end{bmatrix} \text{ and } X-Y = \begin{bmatrix} 3 & 0 \\ 0 & 3 \end{bmatrix}$$

07

B Solve the following equations using Cramer's Rule:

$$x + y + z - 7 = 0$$
$$x + 2y + 3z - 16 = 0$$
$$x + 3y + 4z - 22 = 0$$

OR

08

Q.3 P Find by Adjoint method the inverse of $A = \begin{bmatrix} 2 & 3 & 4 \\ 1 & 2 & 3 \\ 3 & 5 & 9 \end{bmatrix}$

Q. For the following 2 industry input-output model, find Technology matrix. Also calculate the level **07** of output, if final demand of each product increases by 60 units. Further find the labor requirement for this output.

Industry	Consumption of Industry		Final Demand	Total output
	1	2		
1	120	130	150	400
2	120	180	200	500
Labour	80	200		

3

16

Q.4 **A** A company produces x items at a total cost of Rs. $(70 + 2x)$. The demand function is $P=100-x$, where P is the price and x is the demand. Find the value of x for which: 08

    i.   Total Revenue is increasing

    ii.   Total Profit is increasing.

B Applying Newton's Backward Interpolation Formula, obtain a polynomial function to fit the following data: 07

x	30	35	40	45
y=f(x)	38	30	24	20

OR

P Using derivatives, divide 30 into two parts so that their product is maximum.   08

Q. A farmer noted the following figure for the quantity of fertilizer (in kg) used on his plot of land and the yield (in kg) of wheat from the plot.   07

Fertilizer (kg)	2	3	4
Yield (kg)	24	32	32

Applying Newton's Forward Interpolation Formula, determine the optimum amount of fertilizer for the plot and the maximum yield expected.

Q.5   **A)** A manufacturer can sell x items per month at a price $p=200-2x$. The cost of production is given by $C=2x + 1200$. Find the Average Profit and the marginal profit when $x=10$.   08

  B) Ms. Agarwal has taken a Loan of Rs.11,000 at 10% p.a. to buy gold ornaments. If the amount is to be returned in 6 monthly installments, find the EMI she has to pay. Also prepare the amortization table for the first 2 months.   07

OR

  C) Attempt any 3:   15

    1. Explain the difference between Permutations and Combinations.

    2. With an example, explain Upper Triangular Matrix, Lower Triangular Matrix and Skew Symmetric Matrix.

    3. State and explain any two properties of determinants.

    4. Write a short note on Price Elasticity of Demand.

    5. Explain the importance of Business Mathematics in Management.

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