

Total No. of Questions : 8]

SEAT No. :

P3977

[Total No. of Pages : 2

[5353]-558

T.E. (Electronics & Telecommunication Engineering)
BUSINESS MANAGEMENT
(2015 Pattern) (End Semester)

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, Q.7 or Q.8.
- 2) Neat diagrams must be drawn wherever necessary.
- 3) Figures to the right side indicate full marks.
- 4) Use of calculator is allowed.
- 5) Assume suitable data if necessary.

- Q1)** a) Draw levels of management. Explain each level in detail. [8]
b) Write a note on Quality Circles with its Objectives, Benefits and Functions. [6]
c) A company producing soap, which selling price is Rs. 18/- per soap has a fixed cost of Rs.75, 000 and variable cost is Rs.8/- per soap. Calculate [6]
i) Break-even point quantity
ii) Production in number of soaps required to earn a profit of Rs.15,000. Profit, if 40,000 soaps are produced.

OR

- Q2)** a) Write short notes: [8]
i) Ishikawa diagram.
ii) Pareto Analysis.
b) State the advantages and Disadvantages of Kaizen's Philosophy. [6]
c) Describe characteristics of an organization. [6]

- Q3)** a) What is HR Management? Explain Significance of HR Management at all Levels. [8]
b) Write Talent Acquisition Process Mapping. [8]

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OR

- Q4)** a) Define Recruitment in HRD and explain sources of Recruitment? [8]
b) Explain training process of HRD and its objectives. [8]

- Q5)** a) What is Business plan? State the reasons for preparing a Business plan. [8]
b) Write notes on: [8]
i) Women Entrepreneurship.
ii) Business Organization.

OR

- Q6)** a) What is Entrepreneurship? Explain the function of Entrepreneur in detail. [8]
b) Compare [8]
i) MOA & AOA.
ii) Proprietorship & Partnership

- Q7)** a) What is Marketing Environment? State the macro environmental factors of marketing. [10]
b) What is Google Analytics? State the objectives of Google Analytics. [8]

OR

- Q8)** a) Why is it necessary to conduct a market research? Briefly state the salient features of market research. [8]
b) Write note on: [10]
i) Supply Chain management.
ii) Customer Relationship Management.

