

Total No. of Questions : 8]

SEAT No. :

**P3603**

**[5560]-558**

[Total No. of Pages : 2

**T.E. (Electronics & Telecommunication Engg.)**

**BUSINESS MANAGEMENT**

**(2015 Pattern) (Semester-II) (304188)**

*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) 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) Enlist the factors for measuring quality of deliverables of service and describe the various approaches of quality planning. [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]

**P.T.O.**

**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 it in India. [8]

b) Identify and describe the categories of financial needs of a business venture with sources of finance. [8]

OR

**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]

