

(Library)

MN3ABO

Fybrmm (E)

Prin. of mgmt & mktg

Time : 2 hrs

Marks : 60

N.B. 1) All questions are compulsory.

2) There is internal choice in Q 2, 3 and 4.

3) Draw diagrams where necessary.

Q:1 Define management. Explain the characteristics and importance of management? (15)

Q:2 a) Explain the various levels of management? (8)

b) Explain the different skills required by managers? (7)

OR

Q:2 a) What do you mean by external organisational environment? Enlist the micro factors influencing the organisational environment? (8)

b) What are the different methods of segmenting markets? (7)

Q:3 a) Explain the lifecycle of a product? (8)

b) Which are the different types of wholesalers? (7)

OR

Q:3 a) What do you mean by ethical and unethical business practices? Enlist the common unethical business practices? (8)

b) Explain the different kinds of pricing (7)

Q:4 Write short notes on any 3 out of 5 . (15)

a) E- commerce **b)** Esprit de corps **c)** Marketing

d) Advertising **e)** Scalar Chain

