

Seat
No.

--	--	--	--	--	--



BEI1308

Management Science
(New) (1070)

P. Pages : 2

Time : Three Hours

Max. Marks : 100

Instructions to Candidates :

1. Do not write anything on question paper except Seat No.
2. Answersheet should be written with blue ink only. Graph or diagram should be drawn with the same pen being used for writing paper or black HB pencil.
3. Students should note, no supplement will be provided.
4. Solve **any two** from each unit.
5. All units are compulsory.
6. Figures to the right indicate full marks.

UNIT - I

1. a) State and describe the Fayol's principle of management. 10
- b) What is the concept of planning as element of management process ? Discuss its role in present day business organisation. 10
- c) Distinguish between management, organisation, administration IS management a science, an art or a profession. 10

UNIT - II

2. a) Name the various types of organisation structure and explain any one of them with its merits & demerits. 10
- b) What is meant by joint stock company ? Describe briefly the procedure for forming joint stock company. 10
- c) Explain various types of co-operative society ? With his advantages and disadvantages. 10

UNIT - III

3. a) What is utility ? Explain types of utility and state the Law of diminishing marginal utility with suitable example. 10

- b) What is capital ? Explain concept of fixed capital & working capital ? 10
- c) Describe the role of foreign capital for the Developing countries. 10

UNIT - IV

- 4. a) What is recruitment ? State sources of recruitment with their merits & demerits. 10
- b) "Training sharpens the skill of managers" justify Explain methods for training executives. 10
- c) Explain the term "Advertising". State its objectives & explain factors governing the advertising media selection. 10

UNIT - V

- 5. a) State the causes of industrial accident and suggest practical measures to minimize them. 10
- b) Explain Total Quality Management with its objective and advantages. 10
- c) What is Trademark ? Explain the procedure for registration of Trademark. 10
