

# 19619

**11920**

**3 Hours / 100 Marks**

Seat No.

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- Instructions* – (1) All Questions are *Compulsory*.
- (2) Illustrate your answers with neat sketches wherever necessary.
- (3) Figures to the right indicate full marks.
- (4) Assume suitable data, if necessary.
- (5) Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

**Marks**

- 1. Attempt any FIVE of the following: 20**
- a) Explain any two methods of marketing.
- b) Define management and organization.
- c) Write four advantages of production planning and control.
- d) Explain duties of Personnel Manager.
- e) State factors affecting production.
- f) Define sales and marketing.
- g) Explain ABC analysis with diagram.
- 2. Attempt any TWO of the following: 16**
- a) Describe functions of sales and production department each upto four points
- b) Explain four affecting plant location.
- c) Describe delegation and authority.

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- 3. Attempt any TWO of the following: 16**
- a) Describe production planning and control.
  - b) Explain law of demand and law of supply with example.
  - c) Write four functions of Finance Manager and describe two ways to obtaining finance.
- 4. Attempt any TWO of the following: 16**
- a) Explain good layout, and it's two advantages.
  - b) Describe method of purchase.
  - c) Explain forms of business organizations.
- 5. Attempt any TWO of the following: 16**
- a) Describe four principles of management.
  - b) Draw the structure of printing industry organization and explain.
  - c) Describe work study and time evaluation of job carried out.
- 6. Attempt any TWO of the following: 16**
- a) Describe any four functions of store keeper. Also write four objectives of inventory control.
  - b) Write four welfare provisions and four safety provisions under companies act.
  - c) Describe any four functions of management in detail.
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