

Note: All questions are compulsory

All questions carry equal marks

Q.1 Explain the concepts (any 3)

15

1. Management
2. Planning
3. Marketing
4. Target Market
5. Product
6. Public Relation
7. Controlling

Q2. A. What is meant by levels of management? Explain each level with neat and clean diagram. (8)

Q2 B. Explain the psychological factors of buying behavior with neat and clean diagram (7)

OR

Q2. A. What skills are required by managers in doing their job explain the importance of managerial skills in modern business? (8)

Q2 B. What is marketing & explain the need for marketing? (7)

Q3.A Distinguish between Traditional management & Professional management (8)

Q3.B Discuss the role of advertising in modern business (7)

OR

Q3.A Explain marketing process in detail (8)

Q3.B What do you understand by process of management? Explain the functions of all elements in management process with neat and clean diagram (7)

Q4 Write short note on: (any 3)

15

1. Skimming the cream pricing policy
2. Unethical business practices
3. Corporate culture
4. Buying Behavior
5. Levels of product