

145

037/23
035/21

Total Number of Questions : 22

Time : 2 Hours

Max. Marks : 100

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- ✓ 1. State the three relationships in Vrooms Expectancy Theory of Motivation. (3 Marks)
- ✓ 2. What are control charts ? Narrate the basic applications of control charts. (3 Marks)
- ✓ 3. List the steps involved in rational decision making model. (3 Marks)
- ✓ 4. State the Bibliography format of a journal article in APA style. (3 Marks)
- ✓ 5. Explain the role of Ethics in Marketing. (3 Marks)
- ✓ 6. What are the basic causes of workplace accidents ? (3 Marks)
- ✓ 7. Define Green Marketing and its importance. (3 Marks)
- ✓ 8. Explain the concept of 'Time value of money'. (3 Marks)
- ✓ 9. Briefly explain the fundamental roles of information system in business. (3 Marks)
- ✓ 10. How do the covariance and the coefficient of correlation differ ? (3 Marks)
- ✓ 11. Describe the term value chain in the context of strategy. (3 Marks)
- ✓ 12. What is Material Requirement Planning (MRP) ? Briefly explain the specific requirements for an effective MRP. (5 Marks)
- ✓ 13. Describe the tests of sound measurement in research. (5 Marks)
- ✓ 14. How do companies use public relations to communicate with their public ? (5 Marks)
- ✓ 15. Discuss the process of Job Analysis and its importance in recruitment and selection process. (5 Marks)
- ✓ 16. Describe the stages involved in Systems Development Life Cycle. (5 Marks)
- ✓ 17. What are the steps in simulation process ? (5 Marks)
- ✓ 18. What are strategic control systems ? Explain the purpose of it. (5 Marks)
- ✓ 19. Define Total Quality Management (TQM). Explain any five elements of TQM in brief. Critically analyse the practice of TQM in a manufacturing organisation you have visited. (8 Marks)
- ✓ 20. "Capital Budgeting decision are of paramount importance in financial decision making."
Elucidate. (8 Marks)
- ✓ 21. Narrate the potential security problems in the use of information technology in businesses. What might be done to solve such problems ? (8 Marks)
- ✓ 22. Discuss Porter's five forces model in detail. (8 Marks)