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[Time: 2 Hours]

[ Marks:60]

Please check whether you have got the right question paper.

- N.B:
1. Attempt all the questions.
  2. Figures to the right indicate full marks.

Q.1 Case study:-

Mr. Parikh is engaged in manufacturing electronic items. His workshop is in the MIDC Area of Ambarnath. His total investment in the business is nearly Rs. 50 lakhs. Mr. Parikh wants to expand his business and for this, he wants to purchase a new fully automatic machine which will raise the production speed and reduce the production cost. As a result, his profit will increase considerably. The machine which he needs is available in the market However, its price is Rs. 8 lakhs and Mr. Parikh is not in a position to purchase it's on his own. He has to make arrangement for raising a loan of Rs.10 lakhs. His friend Mr. Rane suggested that he should take bank loan. One of his well-wisher suggested your name for second opinion. You as a BAF graduate, have to give your second opinion to Mr. Parikh and guide him in purchasing required machine promptly and economically.

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Questions:-

- 1) State two methods by which Mr. Parikh can raise Rs.10 lakhs.
- 2) Which methods you will suggest to Mr. Parikh for purchasing machine and why?

Q.2

A) State whether the following statements are true or false (any eight)

1. Marking is a dynamic concept.
2. Buyer is the centre of Marketing.
3. Pricing depends only on external factors
4. ISO 9000 is a mark of Quality assurance.
5. Inventory Management minimizes risk of loss
6. Human Resource Planning is a multi-dimensional activity
7. Working capital is used for purchasing fixed assets.
8. Capital Market deals with short term finance
9. Venture Capital is termed as Risky Capital.
10. Swap is a derivative Contract.

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B) Fill in the blanks with appropriate options (any seven)

- a) \_\_\_\_\_ is incomplete without marketing.
  - i) Production
  - ii) Sales
  - iii) Finance
  - iv) Personal
- b) Skimming pricing policy is charging \_\_\_\_\_.
  - i) Lower Price
  - ii) Standard Price
  - iii) Higher Price
  - iv) Competitive Price
- c) Marketing Channels \_\_\_\_\_ scope of marketing.
  - i) Restrict
  - ii) Enlarge
  - iii) Remove
  - iv) Strengthen
- d) \_\_\_\_\_ are offered to salesman.
  - i) Cash discount
  - ii) Cash prize
  - iii) Credit facility

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- iv) Price Discount
- e) Production is a \_\_\_ Process
  - i) Regular
  - ii) Steady
  - iii) Continuous
  - iv) Going
- f) TQM is doing right things \_\_\_ time.
  - i) Each
  - ii) One
  - iii) Every
  - iv) Intermittent
- g) Inventory means \_\_\_
  - i) Capital
  - ii) Stock
  - iii) Finance
  - iv)None of these.
- h) Shifting an employee from one to another job systematically is called \_\_\_
  - i) Promotions
  - ii) Transfer
  - iii) Job Rotation
  - iv)Disciplinary
- i) Finance is the \_\_\_ of business.
  - i)Life blood
  - ii)Purpose
  - iii)Function
  - iv)Redundant aspect
- j) Self financing is \_\_\_ method of financing
  - i) External
  - ii) Useful
  - iii) Internal
  - iv) Borrowing

Q.3	A) Explain the scope of HRM. B) Explain Pricing Strategies in brief	08 07
<b>OR</b>		
Q.4	A) What are the measures to increase productivity? B) What are the various distribution channels?	08 07
Q.5	A) Discuss briefly functions of Production Management. B) Explain the important Principles o TQM	08 07
<b>OR</b>		
Q.6	A) What in Financial Management? Explain its objectives. B) Explain Equity Finance along its advantages	08 07