

HERAMB COACHING CLASSES

Q.1 (A) Select the correct option from the options given below and rewrite the sentences.

(05)

1. Management is a _____ process.
2. _____ focuses on production.
3. Management is a _____ activity.
4. _____ involves the transfer of title of goods to the buyer.
5. Privatisation implies reduction in the role of _____ sector.

(B) Match the following.

(05)

Group "A"

Group "B"

- | | |
|---------------------------|---------------------------------|
| 1) Liberalisation | (a) Dairy product |
| 2) Legal environment | (b) Machinery |
| 3) Trade mark | (c) Delicensing |
| 4) Durable product | (d) Registered brand |
| 5) Lower level management | (e) Judicial system |
| | (f) Implementation of policies. |

(C) Write the word which can substitute each of the following.

(05)

1. Controllable factors of the environment.
2. Level of management which require few people.
3. Giving name to the product.
4. Written information about the product on the package.
5. The goods which can be seen or touched

Q.2. Distinguish Between: (any 3)

(15)

1. Top level management and Middle level management
2. Economic environment and social environment.
3. Licensing and franchising.
4. Liberalisation and privatization.
5. Marketing and selling.

Q.3. Write short notes on: (Any 3)

(15)

1. Importance of Business Environment
2. Scope of International Business
3. Features of Globalisation
4. Role of Advertising
5. Types of Channels of Distribution

Q.4. State with reasons whether the following statements are True or False: (any 3)

(15)

1. Management is an universal process.
2. There are no separate level of management in an organization.
3. Marketing develops unemployment.
4. India is a founder member of WTO.
5. Globalisation results in unequal competition.

Q.5. Answer in brief: (any 2)

(10)

1. Explain in brief the function of Marketing.
2. Explain in brief the features of Management.
3. What is Franchising? Explain its advantages.
4. Explain the concept of Economic Environment.

Q.6. What is Marketing Mix? Explain the elements of marketing mix.

(10)

OR

Q.6. Explain the Export procedure and documentation.

(10)