



**Management Science
(1070)**

P. Pages : 2

Time : Three Hours

Max. Marks : 100

Instructions to Candidates :

1. Do not write anything on question paper except Seat No.
2. Answer sheet should be written with blue ink only. Graph or diagram should be drawn with the same pen being used for writing paper or black HB pencil.
3. Students should note, no supplement will be provided.
4. All units are compulsory.
5. Solve **any two** from each unit.
6. Figures to the right indicate full marks.
7. Draw neat sketches wherever necessary.

UNIT - I

1. a) Difference between administration, management & organisation. **10**
- b) State & describe the Fayol's principle of management. **10**
- c) What is decision making ? Write the stages of decision making & state it's characteristics. **10**

UNIT - II

2. a) Explain line & staff organisation with its advantages & disadvantages ? **10**
- b) What is meant by joint stock company ? Describe briefly the procedure for forming joint stock company. **10**
- c) What is partnership ? How it is formed ? Give the advantages, limitations & applications of partnership. **10**

UNIT - III

3. a) Differentiate between. **10**
 - i) Fixed capital & working capital.
 - ii) Shares & Debentures.

- b) What is utility ? Explain types of utility & state the law of diminishing marginal utility with suitable example. 10
- c) Describe the role of foreign capital for the developing countries. 10

UNIT - IV

4. a) Explain manpower planning & state the objectives & factors affecting manpower planning. 10
- b) "Training sharpens the skill of managers". Justify. Explain method for training executives ? 10
- c) Explain the term "Advertising" ? State its objectives & explain factors governing the advertising media selection. 10

UNIT - V

5. a) State the causes of industrial accident & suggest practical measures to minimize them. 10
- b) What is standard ? Explain various standards opted in India & ISO 9000 in detail. 10
- c) Describe total quality management (TQM) in detail. 10
