

Register No.:

456

April 2024

Time – Three hours
(Maximum Marks: 100)

- [N.B. 1. Answer all questions under Part-A. Each question carries 3 marks.
2. Answer all the questions either (A) or (B) in Part-B. Each question carries 14 marks.]

PART – A

1. What is a joint stock company?
2. What is the role of 'motivation' in business development?
3. Write a note on variable cost.
4. Mention few export promotion councils.
5. Write down the importance of 'product research' to develop business.
6. What is the role of ISO in business development?
7. Write notes on promoting safety in work place.
8. What is personal hygiene?
9. Write a note on electronic data transfer.
10. Write a note on computer based marketing information system.

[Turn over.....

PART – B

11. (a) Give a detailed note on scientific management and principles.
(Or)
(b) Discuss the role of various financial institutions in business development.
12. (a) Give a detailed note on break even analysis.
(Or)
(b) Discuss about the following:
(i) Bill of Lading
(ii) Letter of credit
13. (a) Give an account on Export-Import guidelines and trade issues in leather sector.
(Or)
(b) Discuss about the WTO and related issues influencing the leather sector.
14. (a) Explain about the project report preparation for setting up of leather units with a neat tabulation.
(Or)
(b) Discuss about the corporate social responsibility.
15. (a) Give an account on enterprise resource planning. Also explain its application in leather and leather products sector.
(Or)
(b) Discuss about the computer application in material management.
