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Total No. of Pages : 02

Total No. of Questions : 09

MMCMM (2015 Onwards) (Sem.-2)

MANAGEMENT-II

Subject Code : MMCMM-104

Paper ID : [72906]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Write briefly :

- a. Composition
- b. 4P'S
- c. Niche marketing
- d. Consumer delight
- e. Plant location
- f. Net-work marketing
- g. Work life
- h. HR management
- i. Strategist
- j. TQM

SECTION-B

2. What is meant by 'just-in-time'?
3. Highlight the importance of out-sourcing.
4. Enumerate different classes of design.
5. What is meant by stimulation marketing?
6. Explain 'SWOT'.

SECTION-C

7. Discuss the cardinal principles of financial management.
8. Discuss the strength of Japanese Management.
9. What are the ways in which a company can achieve competitive advantage?