



K-0696

Third Year B. Com. (Hons.) Examination
October/ November – 2012
Advanced Management

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दशावलि निशानीवाणी विगतो उत्तरवडी पर अवश्य लभवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="T. Y. B. Com. (Hons.)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Advanced Management"/>	<input type="text"/>
Subject Code No. : <input type="text" value="0"/> <input type="text" value="6"/> <input type="text" value="9"/> <input type="text" value="6"/>	<input type="text"/>
Section No. (1, 2,.....) : <input type="text" value="NIL"/>	<input type="text"/>
	Student's Signature

(2) All questions are **compulsory** and carry **equal** marks.

- 1 Answer the following : 10
 - (a) State two objectives of inventory control.
 - (b) List any two methods of material auditing.
 - (c) What is 'Production Management' ?
 - (d) State any two causes of disaster.
 - (e) What is Market segmentation ?
- 2 Explain purchasing policies in detail. 10
- 3 Which factors should be considered for plant location and lay-out. 10
- 4 How various types of crisis are resolved ? Explain. 10
- 5 Explain various marketing functions in detail. 10
- 6 Explain techniques for marketing research. 10
- 7 Answers : (any two) 10
 - (1) Scope of material management.
 - (2) Types of market.
 - (3) Production Planning.