



UH-6245

**B. E. II (Sem. III) (Information Technology)**

**Examination**

**May/June – 2012**

**Elements of Business Management**

Time : 3 Hours]

[Total Marks : 100

**Instructions :**

(1)

|  |                      |
|--|----------------------|
| नीचे दशांशवैव निशान्तीवाणी विगतो उत्तरवडी पर अवश्य कभवी.<br>Fillup strictly the details of signs on your answer book.                          | Seat No. :           |
| Name of the Examination :  | <input type="text"/> |
| <input type="text" value="B. E. II (Sem. III) (Information Technology)"/>  | <input type="text"/> |
| Name of the Subject :  | <input type="text"/> |
| <input type="text" value="Elements of Business Management"/>   | <input type="text"/> |
| Subject Code No. : <input type="text" value="6"/> <input type="text" value="2"/> <input type="text" value="4"/> <input type="text" value="5"/> | <input type="text"/> |
| Section No. (1, 2,.....) : <input type="text" value="Nil"/>  | <input type="text"/> |
|  | Student's Signature  |

- (2) Make assumptions wherever required.  
(3) Numbers on the right side indicate marks.

- 1 (a) State True/False and justify each. 10
- (1) The four facets of interpersonal communication are sender, receiver, information and behavior.
- (2) In product lifecycle maturity is the first stage.
- (3) Change is constant in life.
- (4) Communication is defined as the interchange of thoughts or opinions through shared symbols.
- (5) Training is the activity of marketing department.
- (b) Match the following. 5
- |                                 |                        |
|---------------------------------|------------------------|
| (a) Just-in-time                | (1) Goods on services  |
| (b) Quality assurance           | (2) Customer needs     |
| (c) Training                    | (3) Budget and project |
| (d) Product development process | (4) HR department      |
| (e) Communication process       | (5) Cerapenine         |
- c) Balance sheet. 5

- 2** Answer the following. **15**
- (a) Focus on material management process in an enterprise. **8**
- (b) Materials Requirement Planning. (MRP) **7**
- OR**
- (a) Describe the different sources of information in communication. **8**
- (b) Explain the need for corporate objectives. **7**
- 3** Write short notes on. (any three) **15**
- (1) Stress management.
- (2) Creativity.
- (3) Annual report.
- (4) Attitude of innovation.
- 4** (a) State true / false and justify each. **10**
- (1) The attitude measures the attitude or life.
- (2) Excellence is not about being better than anyone else, it's about better than you were yesterday.
- (3) Private companies must contain the word limited in their names.
- (4) Raw material and finished goods are types of stock.
- (5) Stereotype nature is the roadblock of communication.
- (b) Explain following terms in detail. **5**
- (1) Report writing.
- (2) Communication aids.
- (c) Explain oral communication. **5**
- 5** Answer the following. **15**
- (a) Explain the concept ; "Management by objectives". **8**
- (b) Elaborate "To risk nothing is the biggest risk in life. **7**

**OR**

- (a) Expand : "Management of people". 8
- (b) Focus on human communication process for any organization. 7
- 6** Write short notes on. (any three) **15**
- (1) Group dynamics.
  - (2) Intellectual property rights.
  - (3) "You become what you focus on".
  - (4) Motivation
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