

**CA005: Introduction to Management Functions**

Time: 3 hours

Max. Marks: 45 marks

Note: Attempt **any five** questions.

1. Write short notes on  
(a) Planning (4.5)  
(b) Controlling (4.5)
2. Elaborate the different types of Marketing Organization. Draw diagrams to illustrate your answers. (9)
3. Explain the four stages of Product Life Cycle (PLC) with diagram. Also, discuss the marketing mix decisions at each stages of PLC. (9)
4. Explain current ratio and debtors' turnover ratio, and importance of these two financial ratios. Also, explain cash flow and fund flow. (9)
5. Distinguish between each of the following pairs to clearly bring out the difference between them in not more than 40-50 words (**any 6**): (9)  
a) Internal vs External Recruitment      b) Product vs Process Grouping  
c) Structured vs Unstructured Interviews      d) HRM vs PM  
e) Analytic vs Synthetic Processes      f) Recruitment vs Selection  
g) Experimental & Control Groups vs Time-series Analysis (w.r.t. techniques of evaluation of training)
6. Elaborate meaning of each of the following in 20-30 words (**any 9**): (9)  
a) Personal Objectives of HRM      b) Graphology      c) Vestibule Training  
d) Poaching      e) HRIS      f) Performance Appraisal      g) JIT  
h) Participative Selection      i) Inventory      j) Production Planning  
k) 'Labour-market condition' as a factor governing recruitment.
7. a) Explain the meaning of Ordering and Carrying Costs and the behaviour of each of these with respect to order quantity. (2)  
b) Hence explain the Concept of Economic or Optimal Order Quantity. (1)  
c) Derive the expression for Optimal Order Quantity, given a fixed annual consumption and order quantity of each consignment. Also given is the cost of carrying an inventory of one unit per year and cost of procurement per order. (4)  
d) A newly-formed company anticipates a requirement of 1500 units of inventory in one year. The cost of holding inventory is Rs.20 per unit per year, while the cost of procurement is Rs.600/- per order. What is the EOQ ?  
Based on this EOQ, how many orders should they procure per year? (2)