

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?