Roll No.						Total No. of Pages: 0
						1 0 0 0 1 0 1 0 0 0 1 0

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

**1** M-72906 (S2)-1268

# **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?

**2** | M-72906 (S2)-1268