

[Time: Three Hours]

[Marks:80]

- N.B:**
1. Question 1 is compulsory.
 2. Attempt any four from the remaining Questions No.2 to No. 7.
 3. Illustrate answers with proper example wherever necessary.

Q.1 a. Define Management. Explain various functions of management?	10
b. Explain Product Life Cycle in detail.	10
Q.2 a. What is decision making? Explain its various steps.	08
b. Explain Maslow's theory of motivation in detail.	07
Q.3 a. Briefly explain Steps/Stages in new product development process.	08
b. Write short note on Marketing Mix.	07
Q.4 a. What are assumptions of McGregor's theory X and theory Y.	08
b. What are advantages of management by objectives?	07
Q.5 a. Describe functional organization structure. What are its advantages and disadvantages?	08
b. What is Performance Appraisal and explain any two traditional and any two modern techniques of Appraisal?	07
Q.6 a. Discuss the contribution of F. W. Taylor to the development of management thoughts.	08
b. What is centralization, decentralization and delegation of authority?	07
Q.7 Write short notes on: (any three)	15
i. Blanchard's Situational leadership theory	
ii. Authority, Accountability and Responsibility	
iii. Types of training	
iv. Budgeting	
v. Placement and Induction	