Max Mark-50

Time -180 minutes

Solve any five Questions

Que-1(a)	Explain the various styles of leadership. and also explain the desirable qualities of leader	5
Que-1(b)	Explain the various functions of management in detail	5
Que-2(a)	Differentiate between line organization and functional organization structure with its advantages and disadvantages	5
Que-2(b)	Explain how 5 's" theory is complementary in setting the total quality management in any engineering organization	5
Que-3(a)	Explain the importance of ISO Certification and enlist all the clause of ISO Certification , Explain any one of them	5
Que-3(b)	What is Benchmarking? Explain the various steps of Benchmarking and write down its limitation also.	5
Que-4(a)	Differentiate between the book keeping and accountancy in view of following points: objective, scope, financial statements, reporting and decision making. OR What is the need of maintaining subsidiary books? What are the different types of subsidiary books?	5
Que-4(b)	Differentiate between 'assets' and 'liabilities'. Classify assets. OR What are the objectives of maintaining trial balance? Which errors do not affect the trail balance?	3
Que-4(c)	How much is the Capital (a)if a person starts business with Rs. 50,000 in cash and furniture of Rs. 20,000 and a shop of Rs.80,000/- (b)if a person has assets of Rs. 1,50,000 and liabilities of Rs. 70,000/- OR	2

	Write two important reasons of maintaining final accounts.		

Que-4(b)	Que. No. 2 Journalize the following entries: (draw all columns of journal with proper headings; and write the entries properly. The method/conventions carry 4 marks out of 10)
	Jan 2012 1 Ganesh started business with cash of Rs. 100,000
	      2 Purchased goods from Rajesh Rs. 30,000 on credit
	      5 Deposited cash in to State Bank of India Rs. 50,000
	      9 Sold goods to Dhanraj Rs. 25,000 on credit
	      12 Purchased furniture of Rs. 10,000 in cash
	      30 paid salary by cheque Rs. 4000
		10	

Que-6(a)	What is a ledger, why it is maintained? Write the first entry in the above problem in ledger accounts. (Draw all the columns of ledger with proper headings and make proper entries, the conventions carry 3 marks out of 5) (5) OR What are policies, objectives and goals? (3) What is the difference between intrinsic motivation and extrinsic motivation? (2)	5	
Que-6(a)	What is 'target markets and segmentation'? OR Write at least three factors which influence wage	3	
Que-6(b)	Define 'value and satisfaction'. OR What is the basic difference between wage and incentive.	2	