

श्री अटल बिहारी वाजपेयी शासकीय कला एवं वाणिज्य
महाविद्यालय, इन्दौर (म.प्र.)

विभाग का नाम :- प्रबंध विभाग

आंतरिक परीक्षा (सी.सी.ई.) दिसम्बर 2023 स्नातक (बी.बी.ए. द्वितीय वर्ष)

प्रश्न पत्र -1 (मेजर -1-Financial Management)

- Q1. Describe the scope of financial function, highlighting the main financial decision that management must make.
- Q2. Calculate degree of operating leverage, degree of financial leverage and combined leverage.
from the following data
1. sales = 100000 unit @ 2 rs. per unit
 2. variable cost = 0.70 rs. per unit
 3. fixed cost = 100000 rs.
 4. Interest charge = 3668 rs.

(मेजर -2-Financial Market & Financial Services)

- Q1. What is Financial system? explain the role of Financial system in economy.
- Q2. What is fund flow matrix? give its importance.

प्रश्न पत्र -2 (माईनर-**Market Research**)

- Q1. What do you mean by marketing Research? Discuss it's nature and objectives.
- Q2. Discuss the various types of marketing Research..

प्रश्न पत्र -3 (इलेक्टिव-**Fundamental of management**)

- Q1. Define organization? write characteristics and element of organization and explain organization structure.
- Q2. Explain taylor principal of scientific management.

प्रश्न पत्र -4 (वोकेशनल-**Personality Development**)

- Q1. What is meant by personality? explain its dimensions.
- Q2. Write a note on environmental factor as a source of influence upon personality.

{GST}

- Q1. What is E-filling? what are the benefits of e-filling?
- Q2. What are the types of e-filling? explain it.

{Digital Marketing}

- Q1. What is the concept of E-commerce? Explain it's importance.
- Q2. Explain driving force of E-commerce.