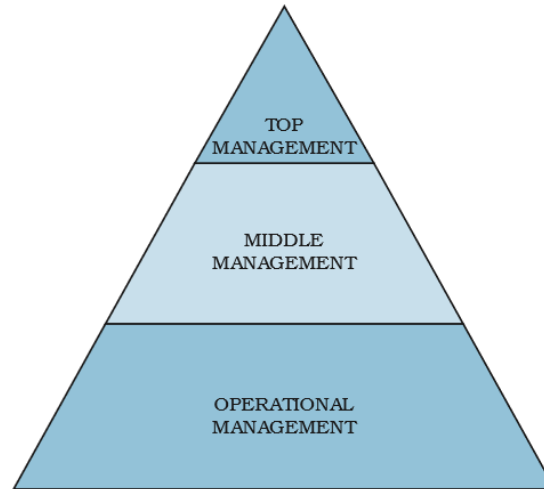


1. If you are the manager of an organization, draw the neat diagram of different Levels of Management to specify that authority, responsibility relationships create different levels of management.



2. As a general manager, list out any ten Fayol's Principles of Management which you would like to adopt in your business organization.

The following are the principles of management by Henry Fayol

- i. Division of work
- ii. Authority and Responsibility
- iii. Discipline
- iv. Unity of Command
- v. Unity of Direction
- vi. Subordination of Individual interest to General Interest
- vii. Remuneration of Employees
- viii. Centralization and Decentralization
- ix. Scalar Chain
- x. Order

3. Show the different Elements of Business Environment that influence the success of business Enterprises with a neat diagram.



4. As a manager what logical steps you follow in Planning process before executing a project?

Since planning is an activity there are certain logical steps for every manager to follow.

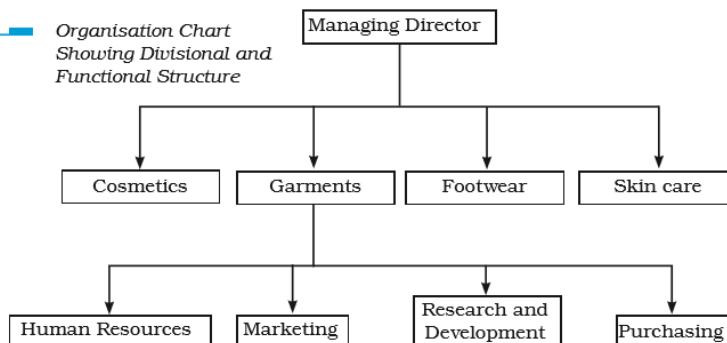
- i. Setting Objectives
- ii. Developing Premises
- iii. Identifying alternative courses of action
- iv. Evaluating alternative courses
- v. Selecting an alternative
- vi. Implement the plan
- vii. Follow-up action

5. Draw the Organization Chart showing Divisional and Functional Structure.

— Functional Structure



— Organisation Chart Showing Divisional and Functional Structure



6. As a HR manager, list out any ten sources of recruitment, to fill in the vacancies in your organization.

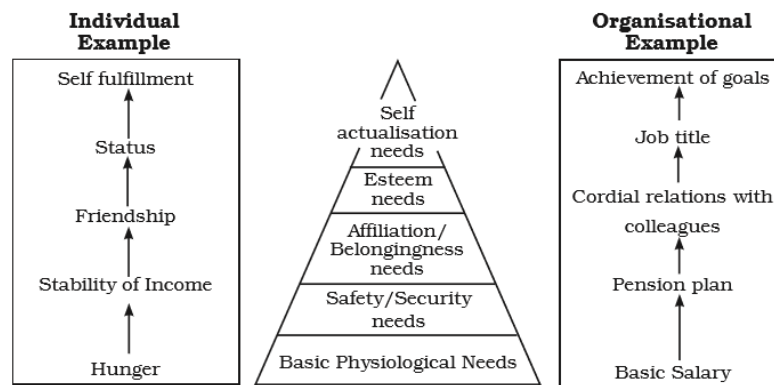
The following are the internal sources of recruitment

- i. Promotion
- ii. Transfers

The following are the external sources of recruitment

- iii. Direct recruitment
- iv. Casual Callers
- v. Advertisement
- vi. Employment Exchange
- vii. Placement agencies and management consultants
- viii. Campus recruitment
- ix. Recommendations of employees
- x. Labour contractors

7. Draw the neat diagram of Maslow's Need Hierarchy.



 Maslow's Need Hierarchy Theory

8. As a manager of an organization, what are the modern techniques of controlling you would like to adopt?
- i. Return on investment
 - ii. Ratio analysis
 - iii. Responsibility accounting
 - iv. Management audit
 - v. PERT and CPM
 - vi. Management information system
9. As a Financial Consultant, give the list of any ten factors which affect the choice of Capital Structure.
- i. Cash flow position
 - ii. Interest Coverage ratio
 - iii. Debt Service Coverage Ratio
 - iv. Return on Investment
 - v. Cost of debt
 - vi. Tax Rate
 - vii. Cost of Equity
 - viii. Floating costs
 - ix. Risk consideration
 - x. Flexibility
- 10.N/A
- 11.As a marketing manager, suggest any five Sales Promotion activities to boost up the sales.
- i. Rebate
 - ii. Discount
 - iii. Refunds
 - iv. Product Combinations
 - v. Quantity Gift

12. As an exploited consumer, write a complaint letter to your nearest District Consumer Forum claiming reasonable redressal.

To

District Forum

Bangalore

Sub: Defective Bike Components

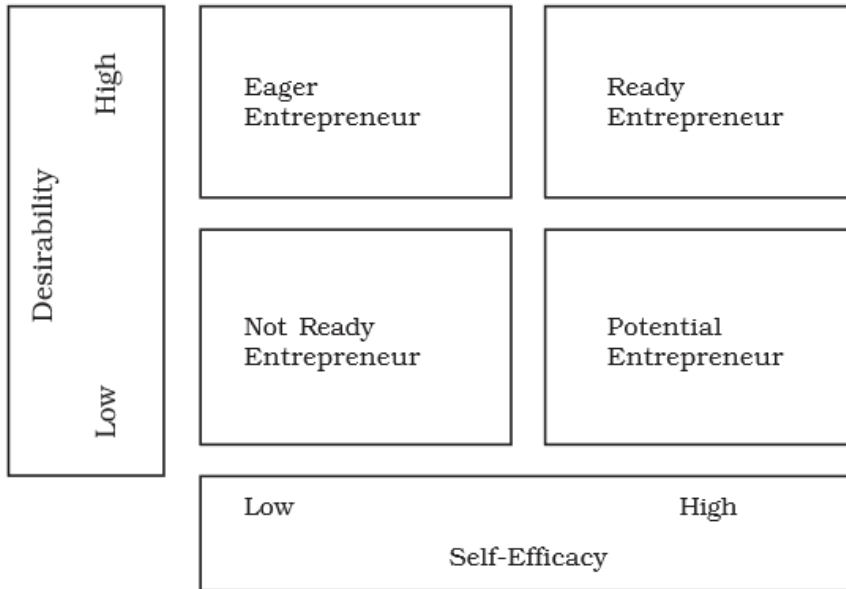
Sir / Madam

I purchased a Royal Enfield 350 CC motorbike on January 2nd 2018. I noticed that the gear system was defective and requested the authorized service centre to fix it. However, despite multiple times getting it serviced for the same issue, the problem persisted. In September 2018, the authorized service station said the problem cannot be fixed.

I request the consumer forum to please look into the matter and provide the necessary resolution for the same.

Thank You

13. Draw the neat diagram of Efficacy-Desirability Matrix to check the ability and willingness of Entrepreneurs.



Efficacy-Desirability Matrix