

**M.Sc. IN CREATIVE DESIGN CAD / CAM
(MSCCRD)**

Term-End Examination

December, 2015

MFW-042 : MANAGEMENT - I

Time : 3 hours

Maximum Marks : 70

Note : Attempt any **seven** questions. All questions carry equal marks. Use of scientific calculator is permitted.

1. What is Aggregate Demand ? What are the determinants of aggregate demand ? Explain. 10

2. Show the accounting equation from the following details : 10
 - (a) Y started business with cash ₹ 90,000.
 - (b) Purchased goods on credit worth ₹ 50,000.
 - (c) Purchased furniture for cash worth ₹ 10,000.
 - (d) Drawn for personal use ₹ 5,000.
 - (e) Paid as rent ₹ 1,000.
 - (f) Paid to Creditors ₹ 40,000.
 - (g) Received from Debtors ₹ 12,000.

3. What do you understand by Organizational Behaviour ? What are the various contributing disciplines in the study of Organizational Behaviour ? 10
4. "The Human Resource Management is one the strategic functions of any business organization." Justify the statement with suitable examples. 10
5. What is marketing channel ? Describe the various types of channels for consumer goods. 10
6. How would you rectify the following errors ? $5 \times 2 = 10$
- (a) A sale of ₹ 270 posted to the credit of a customer's account.
 - (b) An item of ₹ 60 in Return inwards not posted to the customer's account.
 - (c) Sale of an old machine for ₹ 500 entered in the Sales Book.
 - (d) An item purchased at ₹ 171 entered in the Purchase Book as ₹ 17 and posted to the Supplier's account as ₹ 71.
 - (e) Purchase Returns Book short by ₹ 1,000.
7. Define Controlling. Elaborate the different techniques of controlling. 10
8. Define Monopoly Market. How is it different from Oligopoly Market ? How are prices determined under monopoly market in the short run ? 10