



NAVRACHANA UNIVERSITY

School of Liberal Studies and Education | M.Sc. (Chemistry) Programme - Semester II | End Term Exam
Management Basics | Subject Code: MG225 | 16.05.17 | 10.30am to 12.30pm | Total Marks: 40

The figures in the margin on the right side indicate full marks

Q.1 write correct answer for following MCQs

5

- 'Promotion' is part of:
 Product selling
 Product persuasion
 Marketing
 advertising
- 'ABC is flying from Baroda to Mumbai in 'Air India' and then booked OLA cab to travel in Mumbai'. In this case, ABC is:
 Customer
 Client
 consumer
 All of the above
- XYZ Student asks his parents to gift him 'Mercedes Benz' to go to college and his parents bought it for him. This is an example of:
 Need
 Wish
 Want
 Demand
- Events can be marketed. From below list, ___ is the example of event marketing.
 essel World
 Hockey world cup
 IT Hub
 None of the above
- Person can be marketed. From below list ___ is the example of 'person marketing'.
 Hockey world cup
 Amul - bubbly girl
 yami gautam in the ad of Fair & Lovely
 None of the above

Q.2 Explain Demographic segmentation in detail

5

Q.3 Do as Directed (Any 2)

10

- A Shoe Monopoly producer desires to give a price discount – consider the following table and suggest at what price he will stop giving any more discounts. Use AR, MR and TR to give your opinion. Justify your opinion giving appropriate reasons.

Qty	2	3	4	5	6	7	8	9
Price	9	8	7	6	5	4	3	2

2. Calculate various costs, based on the following information

Qty	TFC	TVC	TC	AC	AFC	AVC	MC
0			30				
1			50				
2			60				
3			75				
4			110				
5			175				

3. Consider total cost and total revenue table below

Qty	0	1	2	3	4	5	6	7
TC	8	9	10	11	13	19	27	37
TR	0	8	16	24	32	40	48	56

- Calculate profit for each quantity using AR and AC.
- How much should firm produce to maximize profit?

Q.4 Answer in Short (Any 5)

10

- In reference to the concept of Profit and Loss, which position is described through Break Even Analysis?
- With a constant Price, why should a producer produce more at the lowest point on Average Cost Curve?
- In reference to the concept of Margin, explain what is MR and MC.
- What is the difference between Fixed Cost and Variable Cost?
- In Perfect Competition why price remains constant? Is $AR=MR$ and Why?
- What is a Monopoly and how it is different from Perfect Competition?

Q.5

10

You are the Human Resource Manager at Guardian, a drugstore chain that is preparing to open new stores in Haryana, Punjab, Himachal Pradesh, Uttar Pradesh, Madhya Pradesh and Bihar initially. Each store will require about fifteen clerks. Your recruiting efforts have been successful and each store has attracted about 100 applicants for those fifteen jobs. The clerks are supposed to maintain cash register, offer friendly assistance to customers, report for work punctually and run the store independently. They must be conversant with drugs being sold, should not have health problems and thoroughly honest.

Recommend a complete selection process for Guardian. Make necessary assumptions as required.

-----All the Best-----