

**CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN,
NUVEM-GOA**

B.A / B.Sc. CBCS Semester II Examination, July-August 2021

Subject Code: ECG 102

Subject Name: Generic Elective-Entrepreneurship Development-II

Total marks: 40 Date: 09/07/2021 Duration: 2 hours Total No of Pages:1

*Instructions: 1. All questions are compulsory
2. Figures to the right indicate marks*

QI. Briefly answer ANY FIVE of the following.

5 x 2= 10

1. What are the benefits of conducting a cost volume profit analysis?
2. Distinguish between income statement and cash flow statement.
3. What are the objectives of material management?
4. "Taxes affect the ability to work, save and invest" Explain.
5. Explain level two marketing channels with the help of an example.
6. What are the benefits of inventory management?
7. Why is positive reinforcement important at workplace?
8. "Business ethics promote healthy competition" Justify.

QII. Answer ANY SIX of the following.

6 x 5= 30

1. How does advertising impact/ influence business decisions?
2. What are the elements for an effective HR policy?
3. "Efficient material handling increases effectiveness of goods/products". Explain.
4. What are the various strategies for managing stress at workplace?
5. What are the changes witnessed in the Indian economy due to GST?
6. "Human resource management forms an integral part of an organization" Explain.
7. Describe the various pricing strategies.
8. Highlight the major difference between the 'Sale of Goods Act' and 'Shops and Establishment Act'.
