

**ET603M - Management and Accountancy**

P. Pages : 2

Time : Three Hours



**GUG/W/23/13936**

Max. Marks : 80

- Notes :
1. All questions carry marks as indicated.
  2. Assume suitable data wherever necessary.
  3. Illustrate your answers wherever necessary with the help of neat sketches.

1. a) Define management. List its functions. What is meant by the management process. **8**
- b) What is planning? What are the steps involved in it. **8**

**OR**

2. a) Differentiate between. **8**
- i) Management and leadership.
  - ii) Strategic planning & Tactical planning.
- b) Explain the advantages & limitations of planning. What should be done to overcome its limitation. **8**
3. a) Explain classical organization structure and behavioural structure with its merits and demerits. **8**
- b) Define the term 'Organization'. Give its characteristics. **8**

**OR**

4. a) What factors should govern the selection of a style of leadership by a manager? **8**
- b) Define leadership & give its characteristics. **8**
5. a) Explain the following terms in detail. **8**
- i) Revenue.
  - ii) Profit.
  - iii) Operational efficiency.
  - iv) Capital efficiency & solvency.
- b) Discuss CFO & finance department are key aspect for a company to manage its planning. **8**

**OR**

6. a) Explain the principles of financial marketing. **8**
- b) Enlist the different key financial statement & explain. **8**

7. a) What are the two main types of control? How to use & which is more important? **8**
- b) What are the essentials of effective control system? Which essentials do you think are more important and why? **8**

**OR**

8. a) Explain ABC in industry & How it is calculate along with its benefits. **8**
- b) Write a short note on: **8**
- i) Product or service costing.
- ii) Risk analysis & cost estimation uncertainty).
9. a) Explain principles of accounting in detail. **8**
- b) Explain requirement of double entry system of accounting with its merits & demerits. **8**

**OR**

10. a) What tasks would you need for closing books? **8**
- b) How to prepare a trail balance. What are the advantages & limitations of trail balance? **8**

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