

## T31/COP304/EE/20160522

**Time : 3 Hours**

**Marks : 80**

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**Instruction :**

1. All Questions are Compulsory.
  2. Each Sub-question carry 5 marks.
  3. Each Sub-question should be answered between 75 to 100 words. Write every questions answer on separate page.
  4. Question paper of 80 Marks, it will be converted in to your programme structure marks.
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1. Solve any **four** sub-questions.
  - a) Which type of work a printing company offers? 5
  - b) What do current assets include? 5
  - c) What is selling concept? 5
  - d) What is creative function? 5
  - e) Which factors are specially focused on the printed advertising? 5
2. Solve any **four** sub-questions.
  - a) What market research provides to a print? 5
  - b) Correct market research is essential for printer. Why? 5
  - c) Why sales person should have a good personality? 5
  - d) Which important technical knowledge should a sales person have? 5
  - e) Write the system of sales person's remuneration? 5
3. Solve any **four** sub-questions.
  - a) Define material budget? What is petty cash? 5
  - b) What is cost based pricing? 5
  - c) Motivation and Remuneration is a must to Salesman. 5
  - d) What is Ross E. Smith model? 5
  - e) What is breakeven point? 5

4. Solve any **four** sub-questions.
- a) How to make cost effective production of maximize the profits? 5
  - b) Explain the function of promotion. 5
  - c) What are the various accounting function? 5
  - d) What are sales profitability check? 5
  - e) What is Trail Balance? 5

