

REENA METHA COLLEGE OF COMMERCE & MANAGEMENT STUDIES

INTERNAL EXAMINATION (Regular) 2017-2018

SEMESTER: II (FYBMM)

Subject: Principle of Marketing

Date: 05/02/2018

Time: 45 min

Marks: 20

Q.I: Answer in Brief (Attempt Any 4)

Marks: 5 each

- Q.1 What is marketing? Explain the feature of marketing?
- Q.2 Explain any two core marketing concepts?
- Q.3 What is the difference between traditional marketing and modern marketing?
- Q.4 Explain the features of marketing environment?
- Q.5 Discuss the importance of marketing in today's business scenario?

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INTERNAL EXAMINATION (Regular) 2017-2018

SEMESTER: II (FYBMM)

Subject: Introduction to Media Psychology

Date: 05 /02/2018

Time: 45 min

Marks: 20

Q.I: Answer in Brief (Attempt Any 4)

Marks: 5 each

- Q.1 Define "attitude". Explain any two process of attitude formation in details ?
- Q.2 Explain In detail Cognitive dissonance?
- Q.3 Elaborate factors that are responsible for prejudice?
- Q.4 How can you change others attitudes using persuasion?
- Q.5 Write in details the steps to overcome prejudice?

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INTERNAL EXAMINATION (Regular) 2017-2018

SEMESTER: II (FYBMM)

Subject: Political Science

Date: 06/01/2018

Time: 45 min Marks: 20

Q.I: Answer in Brief (Attempt Any 4) Marks: 5 each

- a) Highlight the significance of studying political science
- b) Explain the theory of democracy
- c) Enunciate the features of India's constitution
- d) Elaborate the characteristics of political party
- e) Nota bene the difference between government and state

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INTERNAL EXAMINATION (Regular) 2017-2018

SEMESTER: II (FYBMM)

Subject: ECSII

Date:

05/01/2018

Time: 45 min

Marks: 20

Q.I: Answer in Brief (Attempt Any 4)

Marks: 5 each

- 1) What is editing? Explain the common errors in editing.
- 2) Explain Summarizing. Which linguistic tools help in summarizing a text?
- 3) State the objectives of summarizing and précis writing? Describe the differences between them.
- 4) How can we achieve competency in writing?
- 5) Write a letter under the RTI Act to the passport department asking them the reason for delay in issuing your passport

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REENA MEHTA COLLEGE. BHAYANDAR
INTRODUCTION TO LITERATURE
INTERNALS

Marks:20

07/02/2018

TIME : 1 ½ hr.

NOTE: ATTEMPT ANY. ALL QUESTIONS CARRY EQUAL MARKS; 5 MARKS EACH

1. Character sketch of the writer as the central character in the story 'Girls'
2. What is plot?
3. How does the Azucena's death reflect the indifferent attitude of the government and the press?
4. Character sketch of Rolf Carle in 'Of Clay we are Created'
5. How does the title 'Girls' reflect the way society treats women.

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INTERNAL EXAMINATION (Regular) 2017-2018

SEMESTER: II (FYBMM)

Subject: Principles Of Management

Date: 07/02/2018

Time: 45 min

Marks: 20

Q.I: Answer in Brief (Attempt Any 4)

Marks: 5 each

- Q.1 Explain six M's of Management.
- Q.2 Define management and Explain its characteristics.
- Q.3 Explain the function of planning and steps involved into a planning process
- Q.4 Define Leadership and explain the qualities of good leader
- Q.5 Explain steps involved into decision making process

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