

G.V.M'S G.G.P.R. COLLEGE OF COMMERCE & ECONOMICS
FARMAGUDI, PONDA
INTRA SEMESTER ASSESSEMENT TEST - I
B.COM. SEMESTER I JULY 2013
GENERAL MANAGEMENT

MARKS:- 10

Duration:- 30 minutes

- Q. 1) Define "Management". (2 mks)
- Q. 2) Explain any four features of Management. (2 mks)
- Q. 3) Distinguish between Management and Administration.(5 points)
(3 mks)
- Q. 4) Write in brief on "Marketing Management". (3 mks)

***** best of luck *****