

V. P. & R. P. T. P. Science College  
B.Sc. (Sixth Semester)  
THURSDAY, 13<sup>th</sup> MARCH 2014  
Subject code: US06CICH04  
(Management)  
Industrial Chemistry



Time: 03:30 am to 05:00 pm

Total Marks: 30

**Q-1 Answer any three of the following:**

(06)

- I. Define financial management and explain the role of finance manager.
- II. Enlist the sources of long term capital.
- III. Only state the core concepts of marketing.
- IV. Enlist various stages of demand.
- V. Enlist various factors involved in project cost estimation.
- VI. What are the primary factors considered in plant location?

Q-2 Explain sources of long term finance for business organizations.

(08)

OR

Q-2 Explain types of interests and method of calculating them.

(08)

Q-3. Write note on core concepts of marketing management and corresponding tasks of marketing manager.

(08)

OR

Q-3 Discuss marketing pricing policy in short.

(08)

Q-4 Write a note on factors involved in project cost estimation.

(08)

OR

Q-4 Short note on factors involved in selection of plant location.

(08)