

**Saket College of Arts Science and Commerce, Kalyan (E)**

**FYBMS**

**SEMESTER - II**

**INTERNAL PROJECT TOPICS FOR ATKT EXAM OCTOBER 2023**

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**Sub: Foundation course II**

1. Explain impact of Globalisation.
  2. Explain environmental Degradation.
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**Sub.: Principles of Marketing**

1. What do you mean by marketing? Explain its features.
2. Explain the 4Ps of marketing.
3. Explain the bases used for segmenting consumer markets.
4. Explain e-marketing and its advantages.

**SUBJECT: PRINCIPLES OF MANAGEMENT**

Answer the following:

- a) Define Management? Explain its Features?
- b) What are the qualities of a good leader?
- c). Define Motivation? Explain its Features
- d) Explain Henri Fayol's 14 principles of management.

**SUBJECT: Industrial Law**

- a) Explain welfare measures as per the factory Act.
- b) Explain safety measures as per the factory ACT.
- c) Explain employees Provident fund scheme.
- d) Explain employees pension scheme .

**SUBJECT: BUSINESS ENVIRONMENT**

- a) Distinguish between GATT & WTO
- b) Explain Michael Porter's Five Force Analysis
- c) What are the challenges faced by Indian economy?
- d) Explain the merits & demerits of MNC's. (Multi National Companies)

**BUSINESS COMMUNICATION-II**

- a) List and explain the stages of a Job Interview.
- b) Elaborate on the role of a chairperson in a meeting
- c) What is public relations? What methods are employed by the Public Relations Department
- d) to create good internal public relations?
- e) List and explain the stages of a Job Interview.