

[Time: 2½ Hours]

Please check whether you have got the right question paper.

- N.B:
1. Attempt all the questions.
  2. Figures to right indicate full marks.

Q.1 A) Say whether the following statements are true or false (any eight)

- a) Recruitment is a part of HRM.
- b) Venture Capital is a risky capital.
- c) Forward is one type of derivatives.
- d) ISO 14000 is not environmental friendly.
- e) Marketing creates utility.
- f) In TQM, Q refers to Quantity.
- g) Price is exchange value.
- h) Performance appraisal is not useful for self improvement.
- i) JIT advocates maintaining minimum inventory.
- j) Fundamental analysis involves only economic analysis.

B) Match the following (any seven)

- A
1. Print Media
  2. Price
  3. Derivative
  4. Capital market
  5. Marketing
  6. ISO
  7. Finance
  8. Online Promotion
  9. Primary Market
  10. Productivity

- B
- a. Exchange value
  - b. Future
  - c. Continuous Process
  - d. Life blood of business
  - e. target youth
  - f. New issue Mkt.
  - g. Quality Assurance
  - h. labour
  - i. Long term fund
  - j. News

Q.2 A) Discuss the features of Marketing.

B) Explain the 4Ps of Marketing mix.

OR

C) Explain Pricing Strategies briefly

D) State the various Product Development strategies.

Q.3 A) Distinguish between Production & Productivity.

B) Explain the features of Quality circle

OR

C) Explain the importance of TQM.

D) Discuss various measurement of Productivity.

Turn Over

- Q.4 A) Discuss various on the job methods for developing Human Resource.  
B) Enumerate the modern methods of Performance appraisal.

OR

- C) What are the various Scope of Human Resource Management?  
D) Explain the importance of Human Resource Planning.

- Q.5 A) Explain the various sources of short term finance.  
B) Explain the concept of fundamental analysis in detail.

OR

Q.5 Write short notes on (any three)

- 1) Venture Capital
- 2) Forwards.
- 3) Lease financing.
- 4) Equity finance.
- 5) Cardex