

Q.P. Code : 19597**[Time: 2:30 hrs]****[Marks:75]**

Please check whether you have got the right question paper.

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

Q.1 (A) State whether the following statements are True or False. (Any 8) (8)

- 1) Marketing is a continuous process.
- 2) Online Promotion is fast changing Marketing Technique.
- 3) Productivity is the ratio of Output to Input.
- 4) Inventory control is a part of Production Management.
- 5) TQM lays emphasis on Defect-free approach.
- 6) Human Resources are assets of an organization.
- 7) HRM only gives short-term benefits to the organization.
- 8) Industrial Relation do not form a part of HRM.
- 9) Technical analysis is financial market oriented.
- 10) Capital market deals with short term finance.

(B) Match the following:----- (ANY 7) (7)**GROUP A**

- 1) Human Resource Planning
- 2) Training
- 3) Performance Appraisal
- 4) Bank-Credit
- 5) Demat
- 6) ISO 9000
- 7) Productivity
- 8) Venture capital
- 9) Introduction stage
- 10) Interview

GROUP B

- a) Product life cycle
- b) Risky capital
- c) Ratio of output to input
- d) Quality Certification
- e) Electronic transfer of shares
- f) Short-term sources of finance
- g) Systematic Evaluation
- h) Manpower Development
- i) Identifying Manpower Requirements
- j) Selection

Q.2 (A) Explain 4P's of marketing. (8)**(B) Discuss various factors governing distribution decisions. (7)****OR****Q.2 (C) Describe promotion strategies used at sales force level. (8)****(D) Discuss Product development strategies briefly. (7)**

Q.P. Code : 19597**Q.3 (A)** What is meant by Production Management? Outline its scope (8)**(B)** Distinguish between production and productivity. (7)**OR****Q.3 (C)** Define TQM. Explain the importance of TQM. (8)**(D)** Write a note on ISO 14000. (7)**Q.4 (A)** Explain the steps of Human Resource Planning. (8)**(B)** Discuss the modern techniques of Performance appraisal briefly. (7)**OR****Q.4 (C)** Discuss off-the job methods to develop- human resource (any four). (8)**(D)** Write a note on 360 degree appraisal. (7)**Q.5 (A)** What is Financial Management? State its functions. (8)**(B)** What are the sources of short term finance? Explain briefly (7)**OR****Q.5** Write short notes on (Any 3) (15)

- 1) PLC
- 2) Self appraisal
- 3) Venture Capital
- 4) Options
- 5) Fundamental analysis
