

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 eight) **(8)**

- 1) Marketing is all pervasive in present day world.
- 2) Production management depends on sound co-ordination and team work.
- 3) Competition is not an important factor in price management.
- 4) Deciding proper location is one of important factor in production management.
- 5) Ergonomics often called human factor engineering.
- 6) TQM does not eliminate deficiencies.
- 7) Inventory control avoids blocking of funds.
- 8) Job rotation is an external training method.
- 9) BARS is a traditional Technique of performance appraisal.
- 10) Capital Market is an organized market for long term financial needs.

(B) Match the following (any seven) **(7)**

- | A | B |
|-----------------|--------------------------|
| 1) Marketing | a) Output/ Input |
| 2) Price | b) Distribution |
| 3) Place | c) Exchange value |
| 4) Productivity | d) Inventory |
| 5) EOQ | e) 4 P's. |
| 6) HRM | f) Performance appraisal |
| 7) Delegation | g) Long term |
| 8) 360° | h) Derivation |
| 9) Equity | i) Managing people |
| 10) Option | j) On the job method |

Q.2 (A) Define marketing and explain its features. **(8)**

(B) Briefly explain the various types of distribution channel. **(7)**

OR

Q.2 (C) Discuss the importance of marketing. (8)

(D) Enumerate various pricing strategies. (7)

Q.3 (A) Explain various techniques to increase of productivity. (8)

(B) State the features of TQM (7)

OR

Q.3 (C) Discuss the techniques of Inventory control (any four) (8)

(D) Write a note on ISO-9000 (7)

Q.4 (A) Discuss the process of Human Resource Planning. (8)

(B) Briefly explain the modern techniques of performance appraisal. (7)

OR

Q.4 (C) Define Human Resource Management and explain its features. (8)

(D) Write a note on 360° Appraisal. (7)

Q.5 (A) Explain sources and importance of short term finance. (15)

OR

Q.5 (B) Short notes (any three) (15)

- 1) De – mat
- 2) Technical Analysis
- 3) NPC
- 4) Quality Circle
- 5) PLC
