

Time: 2½ Hours

Marks: 75

Note: All Questions are compulsory.

Figures to the right indicate marks

Q 1 a) State whether the following statements are True or False (any eight) (8)

- The function of Marketing is to create a customer.
- Marketing has converted 'Yesterday's luxuries into today's necessities'.
- Price is a critical component of Marketing mix.
- Production is the creation of utilities for meeting human wants.
- Labour productivity is a relation between output to man-hours worked.
- Human Resource Management brings only short- term benefits to the organisation.
- Human Resource Planning meets quantitative aspects of manpower needs of an organisation.
- Financial Management aims at maximum return on funds invested.
- Transfer of shares becomes easier under DEMAT mode.
- A company needs liquid cash for purchasing fixed assets.

b) Match the following (any seven) (7)

- |                            |                                   |
|----------------------------|-----------------------------------|
| a) Market Research         | i) Materials Requirement Planning |
| b) Advertising             | ii) Human Research Planning       |
| c) Direct distribution     | iii) Off the job method           |
| d) MRP                     | iv) Procurement of funds          |
| e) Inventory               | v) Amway                          |
| f) Human Resource Planning | vi) Non personal approach         |
| g) Classroom               | vii) Reliable information         |
| h) Cost of capital         | viii) Stock                       |
| i) Short term finance      | ix) Risk capital                  |
| j) Venture capital         | x) Bank credit                    |

Q2 a) Explain the 4 P's of marketing in detail (8)

b) Describe different Pricing strategies (7)

OR

c) State various Product Development strategies. (8)

d) Discuss the factors governing Distribution decisions. (7)

- Q3 a) What is Production Management? Explain the scope of Production Management. (8)  
b) Distinguish between Production and Productivity. (7)

OR

- c) Discuss the steps in Production Planning and Control. (8)  
d) Explain the meaning and features of TQM. (7)  
Q4 a) Define Human Resource Management and state its features (8)  
b) Explain On- the- Job methods of Developing Human Resource. (7)

OR

- c) Discuss various styles of Leadership. (8)  
d) Explain Modern methods of Performance Appraisal. (7)  
Q5 a) What is Capital Budgeting? Explain importance of Capital Budgeting. (8)  
b) Describe the constituent of Capital Market. (7)

OR

- c) Write short notes on **any three**: (15)  
i. Integrated Marketing Communication.  
ii. ISO 14000.  
iii. Employee Retention.  
iv. Fundamental Analysis.  
v. Futures.