

- N.B. : (1) Question Nos. 1 and 2 are compulsory.
 (2) Attempt any one question from question Nos. 3 and 4.
 (3) Attempt any one question from question Nos. 5 and 6.
 (4) Each question carries 15 marks.

1. Case Study :

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Karol Bagh in Delhi is a middle class locality and the residents often shop their requirement on roads, where the hawkers do brisk business handicrafts, woollen wear, hosiery and garments are available in plenty on road, alongwith food items.

The shops in Karol Bagh cater to upper middle class and the rich class though, rich class is very sparsely noted there. So, the shop owners are a hassled lot, who finds the competition from unorganised sector, that is hawking community a headache to handle.

Though brands such as Nike, Pantaloons are available in shops, the buyers are rare to find and it is only rich class who is settling to buy the brands. But the area being predominantly middle class, such visits of the rich class is rather rare few showrooms of branded goods do make the presence felt, but it is the road or hawking sector that is doing well in Karol Bagh.

Taking view of above, identify and suggest :-

- The reasons the shops in Karol Bagh are not doing well and the challenge they face.
- The promotion management the shops should carry out and the various channels they could utilise.
- Place management that can be carried out.

2. (a) Match the following :-

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'A'	'B'
Place Management	Bonds
Working Capital Finance	Transportation
Inventory Management	Commercial Paper
Performance Appraisal	ABC Analysis
Capital Markets	Written Test

(b) Fill in the gaps -

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- Logo is _____ of the product.
 - identity
 - marketing
 - placing
 - selling
- Advertising is the _____ of the product or service.
 - availability
 - promotion
 - selling
 - placing

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- (iii) Layout refers to _____ of the plant.
 (1) sight (3) look
 (2) architecture (4) discipline.
- (iv) Quality is _____ expectations of customer.
 (1) knowing (3) overlooking
 (2) lying (4) fulfilling.
- (v) Recruitment is _____ of Human Resources.
 (1) throwing out (3) shifting
 (2) employing (4) filling.

(c) Select the right choice –

- (i) Which of the following pertains to price management ?
 (1) Name of the product (3) Cost of the product
 (2) Size of the product (4) None.
- (ii) Which of the following is not channel for promotion ?
 (1) Outdoor publicity (3) Mouth publicity
 (2) Television commercial (4) Political propaganda.
- (iii) Which of the following input does not pertain to production management ?
 (1) Labour (3) Machines
 (2) Materials (4) Competition.
- (iv) When a labourer has any complaint which of the following shall be effective ?
 (1) Disciplinary Mechanism (3) Grievance Handling
 (2) Motivational Exercises (4) None.
- (v) When a position in the capital market is decided on the basis of likely price, of a commodity or share, the same is called.
 (1) Spot (3) Debenture
 (2) Derivatives (4) Preference Share.

3. (a) Define Marketing. Explain 4 p's of Marketing.
 (b) Explain the different stages of Product Life Cycle.

OR

4. (a) What is productivity ? Explain the measurement of productivity.
 (b) What is total Quality Management ? What are the various steps for implementing TQM ?

5. (a) Explain the scope of HRM.
 (b) Explain the various functions of Human Resource Planning.

OR

6. (a) Explain the sources of Long Term Finance.
 (b) Discuss the importance of Capital Market in any given economy.

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