

M.I.R.P.M.(with Credits)-Regular-Semester 2012 Sem III  
**MIRPM232 - Paper-II : Functional Areas of Management**

P. Pages : 1

Time : Three Hours



**GUG/W/16/3051**

Max. Marks : 80

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- Notes : 1. Attempt **any five** questions.  
2. All questions carry equal marks.

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| 1.  | Describe various approaches to marketing.  | 16 |
| 2.  | Explain marketing planning state various factors of marketing mix affect on marketing planning.      | 16 |
| 3.  | What is product management? Describe importance of Advertising in product development and promotion. | 16 |
| 4.  | Describe product management process in detail.   | 16 |
| 5.  | Discuss the importance of Financial Analysis in profit planning.                                     | 16 |
| 6.  | What is Ratio Analysis? Discuss its importance in financial planning.                                | 16 |
| 7.  | Write about planning of capital structure in detail.   | 16 |
| 8.  | Describe the types and characteristics of corporate scripts.   | 16 |
| 9.  | What is Demand forecasting? Write its importance in production management.                           | 16 |
| 10. | Write short note on <b>any two</b> .   | 16 |
|     | a) Channel of Distribution.  |    |
|     | b) Consumer Behaviour.   |    |
|     | c) Branding & Packaging.   |    |
|     | d) Leverages.  |    |

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