

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)

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