

Duration: 2 ½ Hours

Max. Marks: 75

- N.B. i) All questions are compulsory.
ii) Figures to the right indicate full marks.

Q.1.A. Fill in the blanks with suitable words out of those given in the brackets. (Any Eight) [08]

1. _____ is a process of identifying and satisfying consumers' needs and wants.
(a. Marketing b. Management c. Advertising d. Selling)
2. The _____ is the stage of the product life cycle, where a company launches a new product for the first time in the market.
(a. Decline stage b. Maturity stage c. Introduction Stage d. Growth Stage)
3. _____ is a component of IMC.
(a. Research b. Survey c. Publicity d. Consumer)
4. _____ is the ratio of output to input.
(a. Productivity b. Creativity c. Quality d. Routing)
5. In _____, the inventory items are classified as vital, essential and desirable.
(a. FSN Classification b. HML Classification
c. ABC Classification d. VED Classification)
6. _____ is deciding in advance relating to production activities.
(a. Production Planning b. Human Resource Planning
c. Project Planning d. Quality Planning)
7. _____ is the systematic description of an employee's job relevant strengths and weaknesses.
(a. Motivation b. Training c. Performance Appraisal d. Selection)
8. Theory X assumes that people are _____.
(a. responsible b. creative c. lazy d. active)
9. Future contract is highly _____ and legally enforceable.
(a. Standardised b. Non-Standardised c. Inappropriate d. Haphazard)
10. _____ of shares refers to conversion of physical share certificates into electronic certificates.
(a. Publication b. Allotment c. Securitisation d. Dematerialisation)

Q.1.B. State whether the following statements are true or false. (Any Seven) [07]

1. Marketing is a continuous process.
2. The companies sponsor social events to improve their image.
3. Performance appraisal guides employees for self-development.
4. ISO 14000 is not Environment Friendly.
5. The 360 degree appraisal method is not broad and comprehensive.
6. Materials management increases materials cost.
7. Job enrichment involves providing more challenging tasks and responsibilities to employees.
8. Venture capital is not risky.
9. Depository Participant is the customer of the depository.
10. Leadership is an activity to lead, influence people to make them work for achievement of objectives.

- Q.2. A] State and explain the features of marketing. [08]
B] Explain various strategies of pricing. [07]
OR
- Q.2. C] Explain the various factors influencing distribution decisions. [08]
D] Discuss the different promotion strategies. [07]
- Q.3. A] Explain scope of Production Management. [08]
B] Briefly explain the importance of Total Quality Management to the organisation. [07]
OR
- Q.3. C] Discuss various measures to increase productivity. [08]
D] Mention steps in Production Planning and Control. [07]
- Q.4. A] Explain the nature of Human Resource Management. [08]
B] Discuss process of Human Resource Planning. [07]
OR
- Q.4. C] Discuss the factors affecting Motivation. [08]
D] Explain the different styles of Leadership. [07]
- Q.5. A] Explain the functions of Financial Management. [08]
B] What are the factors affecting Capital Structure? [07]
OR
- Q.5. Write short notes on. (Any Three) [15]
1. Maslow's Theory of Motivation
2. Quality Circle
3. Methods of Performance Appraisal
4. Functions of Capital Market
5. Product Life Cycle.