

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. [8]  
(Any Eight)
- \_\_\_\_\_ offers an incentive to buy.  
(a. Advertising b. Direct Marketing c. Public Relations d. Sales Promotion)
  - Product modification is used at \_\_\_\_\_ stage.  
(a. introductory b. growth c. maturity d. decline)
  - In \_\_\_\_\_ pricing strategy, the manufacturer charges high price initially.  
(a. trial b. skimming the cream c. market penetration d. probe)
  - \_\_\_\_\_ is voluntary in character.  
(a. Quality Management b. Quality Assessment  
c. Quality Circles d. Quality Control)
  - JIT stands for \_\_\_\_\_.  
(a. Just in Today b. Just in Time  
c. Join in Time d. Just Indian Time)
  - \_\_\_\_\_ is concerned with the execution of production plan.  
(a. Routing b. Scheduling c. Dispatching d. Follow-Up)
  - \_\_\_\_\_ is the best style of leadership.  
(a. Autocratic b. Situational c. Democratic d. Intellectual)
  - Human Resource Management is a \_\_\_\_\_ process.  
(a. product oriented b. market oriented  
c. people oriented d. consumer oriented)
  - Stock Exchange is an example of \_\_\_\_\_.  
(a. primary market b. secondary market c. debt market d. commodity market)
  - \_\_\_\_\_ is concerned with raising financial resources and their effective utilization towards achieving the organizational objectives.  
(a. Marketing Management b. Production Management  
c. Human Resource Management d. Financial Management)
- Q.1. B.** State whether the following statements are true or false. (Any Seven) [7]
- Price is not an important component in marketing.
  - Intangible products can be touched.
  - Digital technology is an obstacle in product promotional activities.
  - Understocking blocks the firm's capital.
  - Quality circles are forced participative management.
  - Materials management helps to achieve pre-determined production process.
  - Industrial relations is a part of HRM.
  - Attractive pay packages acts as a motivational factor.
  - Demat means electronic conversion of shares.
  - Finance is required throughout the life span of a company.

- Q.2.** A] What do you mean by Marketing? Explain its benefits. [8]  
 B] Discuss the various factors influencing branding. [7]  
**OR**
- Q.2.** C] Explain the features of Integrated Marketing Communication. [8]  
 D] State and explain the types of Distribution Channels. [7]
- Q.3.** A] Discuss the features of Quality Management. [8]  
 B] Elaborate in detail the procedure for ISO 9000 registration. [7]  
**OR**
- Q.3.** C] What are the methods of Inventory Management? [8]  
 D] Distinguish between Production and Productivity. [7]
- Q.4.** A] Discuss the role of Human Resource Planning. [8]  
 B] Explain in detail the measures for employee retention. [7]  
**OR**
- Q.4.** C] What is Performance Appraisal? Discuss its advantages. [8]  
 D] Explain Abraham Maslow's Theory of Motivation. [7]
- Q.5.** A] Discuss the functions of capital market. [8]  
 B] What are the objectives of Financial Management? [7]  
**OR**
- Q.5.** Write short notes on. (Any Three) [15]  
 1. 4 Ps of Marketing  
 2. National Productivity Council  
 3. 360 Degree Appraisal  
 4. Fundamental Analysis  
 5. Future and Options.