Subject code: 44809/Management II

Duration: 2 ½ Hours **Max. Marks :75**

N.B 1) Attempt all questions
2) Figures to the rights indicate full marks

Q1 (A) Select the appropriate answer from the following (Any 8) **(8)**

1) 4Ps is also called as _____
   a)Marketing Mix b) Product Mix
   c)Promotion Mix d) Place Mix
2) JIT stand for _____
   a) Just in today b) Just in Time
   c) Join in Time d)Just Indian Time
3) _____ is the best Style of leadership.
   a) Autocratic b) Situational
   c)Democratic d) Intellectual
4) Marketing Channel start with _____
   a) Producer b) Dealer
   c))Supplier d) Consumer
5) Theory X Assumes that people are_____
   a) Responsible b)Creative
   c)Lazy d)Active
6) _____ is also called as new issue market.
   a)Primary Market b)Secondary Market
   c)Debt Market d)Money Market
7) HRP means Human Resources _____
   a)Punctuality b)Planning
   c)Product d)None of these
8)_____ is not a compensation
   a)Salary b)Bonus
   c)Cost of Company d)None of these
9) Marketing is a _____ concept
   a)Static b)Dynamic
   c)Logical d)None of these
10) Price is _____
   a) Exchange value b)Base Value
   c) Fixed Value d)None of these

Q1 (B) State whether the following statements are true or false (Any 7) **(7)**

1) Marketing is a Continuous process.
2) Venture capital is risky.
3) Future contracts are not legally enforceable.
4) Intangible product cannot be touched.
5) Secondary market deal with new issues of capital.
6) Marketing is undertaken to sell only goods and services.
7) TQM lays emphasis on defect free approach.
8) MRP is referred to as ZIPS.
9) Online promotion is fast changing marketing technique.
10) Organizing dealer conferences is part of push strategy.

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Q2. A) Elaborate on: 4 Ps of marketing. (8)
B) Explain the factors influencing Pricing. (7)

OR

Q2. C) Explain the factors governing Distribution Decisions (8)
D) Discuss the Push Promotion strategies. (7)

Q3. .A) Explain the various steps in Production Planning and Control. (8)
(B) Differentiate between Production and Productivity (7)

OR

C) Discuss the features of TQM. (8)
D)Explain the various methods of Inventory Management. (7)

Q.4.A) Explain the Functions of Human Resource Management. (8)
B) Enumerate Different Leadership styles. (7)

OR

Q.4.C) Discuss the Process of Human Resource Planning (8)
D) Explain the importance of Motivation. (7)

Q5A) Explain the various sources of Long-Term Finance (8)
B) Explain the Functions of Financial Management (7)

OR

Q5 C) Short Notes (Any 3) (15)

1) Quality Circle
2) Future Contract
3) Introduction Stage
4) ISO 14000
5) Performance Appraisal

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