

Duration: 2 ½ Hours

Max Marks: 75

N.B i) All questions are compulsory

ii) Figures to the right indicate full marks

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

(8)

- 1) _____ is the first stages in new product development
(Ideal generation, Ideal Screening, concept testing, maturity)
- 2) _____ productivity is the relation between output to man hours worked
(Labour, Capital, Machine, Land)
- 3) A _____ Learning situation is an imitation of reality
(Simulated, Classroom, Conferences, Brainstroming)
- 4) Theory x is based on _____ assumption of human nature.
(Positive, Negative, General, Democratic)
- 5) _____ involve face to face communication between the firm's representative and respect
(Personal Selling, Sales Promotion, Direct Marketing, Standard)
- 6) When Product performance is below customer expecting the customer are _____
(Satisfied, dissatisfied, delighted, astonished)
- 7) _____ are in form of financial benefits linked to performance.
(Recognition, Reward, Performance Appraisal, Enrichment)
- 8) _____ leadership style is mostly adopted in Japanese organization
(Sociocratic, Neurocratic, Paternalistic, Autocratic)
- 9) TQM is _____ process
(Static, Continuous, temporary, Dynamic)
- 10) HRD means Human Resource _____
(Development, Declining, Designing, Depository)

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

(7)

- 1) Training enhances corporate images of the organization
- 2) Self-actualization needs exit in all people
- 3) There are normally four types of options
- 4) Capital market provides long term funds
- 5) Future contract delivery of assets is not required
- 6) Venture capital is not a risk capital
- 7) A push strategy involves marketing efforts directed to customers
- 8) VED classification is the only methods of inventory management
- 9) Some firms may create images differentiated through pricing
- 10) NPC stands for National Pricing Council

Q2 A) Define Marketing Mix? Explain the Element of Marketing- Mix (8)

Q2 B) Explain the different Pricing Strategies (7)

OR

Q2 C) Explain the different stages of Product Life Cycle (8)

Q2 D) Explain the Disadvantages of Online Marketing (7)

Q3 A) What do you mean by Production Management? Explain the functions of Production Management. (8)

Q3 B) Explain the concept of Productivity Movement in India. Discuss its importance for Industrial Development (7)

OR

Q3 C) What are Quality Circles? Explain their features and advantages in improving Product quality. (8)

Q3D) Explain the meaning of Inventory. Discuss the different types of inventory maintained in an organization (7)

Q4 A) Explain the features of Human Resource Management (8)

Q4 B) Explain the On the Job methods of training (7)

OR

Q4 C) Explain the Mc Gregor's Theory of X and Theory Y (8)

Q4 D) Explain the Importance of Training and Development (7)

Q5 A) Explain the various sources of Short term Finance (8)

Q5 B) Explain the function of Capital Market (7)

OR

Q5 C) Write short notes on (Any 3) (15)

1) Maslow Theory of Motivation

2) Forward Contract

3) Non-Monetary Factors

4) Secondary Market

5) Objective of Promotion
