

- Q.1. B. State whether the following statements are true or false. (Any Seven) [7]
1. Price is an important component of marketing.
 2. Digital technology is an obstacle in product promotional activities.
 3. Marketing channels are also called as trade channels.
 4. Materials management increases materials costs.
 5. Labour productivity is a relation between output to man-hours worked.
 6. National Productivity Council promotes wastes.
 7. Human Resources are assets of organizations.
 8. Motivation of employees is an occasional activity.
 9. Management is interested in retaining high performers.
 10. Capital market deals with short term finance.
- Q.2. A] What is Marketing? Explain its features. [8]
B] Discuss the various Product Development Strategies. [7]
- OR**
- Q.2. C] What are the various factors influencing Pricing? [8]
D] Explain the components of Integrated Marketing Communication. [7]
- Q.3. A] Define Production Management. Discuss its scope. [8]
B] Discuss the steps in Production Planning and Control. [7]
- OR**
- Q.3. C] Explain the principles of TQM. [8]
D] Explain the methods of inventory management. [7]
- Q.4. A] Discuss the importance of human resource planning. [8]
B] Explain the various methods of developing human resource. [7]
- OR**
- Q.4. C] Define Leadership. Discuss the different styles of leadership. [8]
D] Explain in detail Maslow's Theory of Motivation. [7]
- Q.5. A] Explain the functions of Financial Management. [8]
B] Discuss the significance of capital budgeting. [7]
- OR**
- Q.5. Write short notes on. (Any Three) [15]
1. 4Ps of Marketing
 2. Types of Distribution Channels
 3. Quality Circles
 4. Employee Retention
 5. Future and Options.

XXX

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)

1. During _____ stage of product life cycle the sales starts declining.
(a. introductory b. growth c. maturity d. decline)
2. Internet has brought about _____ pricing.
(a. transfer b. standardized c. probe d. trial)
3. Marketing channels starts with _____.
(a. producer b. dealer c. supplier d. consumer)
4. _____ promotes environmental management.
(a. ISO 9000 b. ISO 9001 c. ISO 9002 d. ISO 14000)
5. _____ is the ratio of output produced to the amount of resources used during the course of production.
(a. Production b. Sales c. Productivity d. Inventory)
6. _____ refers to man-machine relationship.
(a. Value Engineering b. TQM c. Production Management d. Ergonomics)
7. Human Resource Management is a _____ process.
(a. product oriented b. people oriented c. market oriented d. consumer oriented)
8. Under _____ method, the employee himself evaluates his own performance.
(a. Assessment Centres b. Management by Objective
c. Self-Appraisal d. Grading)
9. A depository holds the securities of investors in _____.
(a. electronic form b. physical form c. paper form d. bank note form)
10. _____ deals with planning, raising, utilizing and controlling the funds of a business enterprise.
(a. Production Management b. Marketing Management
c. Human Resource Management d. Financial Management)