

TUBAF (V) / Management paper / 100

Q.P. Code : 283401

(2½ Hours)

[Total Marks : 75

N.B. : (1) Attempt **all** the questions.
(2) **Figures** to the **right** indicate full **marks**.

1. (A) State whether the following statements are true or false (**Any Eight**)

- (a) Marketing is all pervasive in the present world. ✓
- (b) Marketing facilitates exchanges. ✓
- (c) Price is not an important component in Marketing. ✗
- (d) Production does not meet human wants. ✗
- (e) In NPC, C stands for council.
- (f) HRP is concerned with future manpower requirements. ✓
- (g) 360° appraisal method is broad based and comprehensive. ✗
- (h) Finance is required through out the life time of Business. ✓
- (i) Venture capital is not risky. ✗
- (j) Shares are long term financial securities. ✓

(B) Match the following (**Any Seven**)

Group A	Group B
1. Category	(a) HML 5
2. Place	(b) Bank employees 6
3. Productivity	(c) Exchange Value 7
4. Interview	(d) Depository 9
5. Inventory Management	(e) SEBI 6
6. White collared employees	(f) Selection 4
7. Price	(g) Long term security 10
8. Capital Market	(h) Labour 3
9. NSDL	(i) Distribution 2
10. Debt	(j) Brand

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2. (A) Define marketing and state the feature of marketing. 8
(B) Describe the 4p's of Marketing. 7
OR
(C) What are the various factors which govern distribution decision? Explain. 8
(D) Explain the various strategies of pricing. 7
3. (A) What are the various scope of production management? Explain. 8
(B) Discuss the various measures to increase productivity. 7
OR
(C) Briefly explain inventory management techniques. 8
(D) Write a note on Quality Circle. 7
4. (A) What are the various scope of Human Resource Management? Explain. 8
(B) Briefly discuss the various job methods to develop Human Resource. 7
OR
(C) Explain 360° appraisal in detail. 8
(D) What are the modern methods of Performance appraisal? Explain. 7
5. (A) Discuss the sources of Long Term Finance. 8
(B) Explain the functions of Capital Market. 7
OR
5. Write short notes : (Any Three) 15
(1) Technical Analysis
(2) DEMAT
(3) Futures
(4) MRP
(5) PLC
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