

TYBCOM
(CAAF)

103

Time: 2.5 hrs.

Total Marks: 75 Marks

Note:

1. Attempt all questions
2. Figures to the right indicate full marks

1. A. Select the appropriate answer from the following (any eight) (8)

- i. 4P's refers to _____
a. HRM b. Inventory c. Marketing d. None of these
- ii. Marketing is a _____ concept
a. Static b. Dynamic c. Logical d. None of these
- iii. Price is _____
a. Exchange Value b. Base Value c. Fixed Value d. None of these
- iv. Inventory means _____
a. Capital b. Stock c. Finance d. None of these
- v. TQM is _____ process
a. Static b. Continuous c. Temporary d. None of these
- vi. HRD means Human Resource _____
a. Development b. Declining c. Designing d. None of these
- vii. HRP means Human Resource _____
a. Punctuality b. Bonus c. product d. None of these
- viii. _____ is not a compensation
a. Salary b. Bonus c. Cost to Company d. None of these
- ix. Debenture is _____ product
a. Finance b. Human Resource c. Raw material d. None of these
- x. Option included call option & _____
a. Full Option b. Put Option c. Half Option d. None of these

1. B. Say whether the following are true or false (any seven) (7)

- i. Marketing is a continuous process.
- ii. Seller is centre of marketing.
- iii. Intangible products cannot be touched.
- iv. Inventory control is necessary for every organization.
- v. Quality Circles are not components of TQM.
- vi. Recruiting is a part of HRM.
- vii. Appraisal brings loyalty among the employees.

- viii. Delegation is on the job training method.
- ix. Shares are sources of long term capital.
- x. Demat means electronic conversion of shares.

- 2. A. Define Marketing. Explain 4 P's of Marketing. (8)
- 2. B. Discuss the importance of Marketing. (7)

OR

- 2. C. Discuss Various Factors determining pricing. (8)
- 2. D. Elaborate various tools of promotion management. (7)

- 3. A. Explain the functions of production management. (8)
- 3. B. Discuss the difference between production & productivity. (7)

OR

- 3. C. What is TQM? Explain the advantages of TQM. (8)
- 3. D. Explain the main areas of ISO 14000 certification. (7)

- 4. A. What is HRP? Explain the process of HRP. (8)
- 4. B. Discuss the benefits of performance appraisal. (7)

OR

- 4. C. Explain ON THE JOB techniques to develop Human Resource. (8)
- 4. D. Discuss traditional methods of performance appraisal. (7)

- 5. A. Explain the functions of Financial Management. (8)
- 5. B. Discuss the sources of short term finance. (7)

OR

Write short note on (Any three) (15)

- A. DEMAT
- B. Venture Capital
- C. Futures
- D. Distribution channels
- E. Self Appraisal