

Time: 2½ Hours

Marks: 75

Note: All Questions are compulsory.

Figures to the right indicate marks

Q 1 a) State whether the following statements are True or False (any eight) (8)

- Marketing brings industrial and economic growth
- Market research covers the study of marketing problems faced by the organisation
- Product is the base of entire marketing activities
- Production process is described as an act of transformation
- Human factor engineering is termed as Ergonomics
- Case study is a technique of Classroom method of learning ✓
- Industrial relations do not form a part of HRM ✓
- Fundamental analytical framework is known as EIC ✓
- In Future contract delivery of asset is required.
- Long Term capital is required regularly.

b) Match the following (any seven) (7)

- |                            |                                 |
|----------------------------|---------------------------------|
| a) Online Marketing        | i) Just in Time ✓               |
| b) Product line            | ii) Human Resource Accounting ✓ |
| c) Marketing mix           | iii) On the job training ✓      |
| d) JIT                     | iv) New issue market ✓          |
| e) Economic Order Quantity | v) Group of Product ✓           |
| f) HRA.                    | vi) Target youth /              |
| g) Junior boards           | vii) 4Ps ✓                      |
| h) Lease finance           | viii) Re-order point ✓          |
| i) Primary market.         | ix) Orientation ✓               |
| j) Induction               | ix) Long term capital ✓         |

Q2 a) Define Marketing. Explain the features of Marketing. (8)

b) Explain the various factors influencing Pricing. (7)

OR

c) What is Branding? Explain the factors influencing branding (8)

d) Briefly discuss the various Promotional strategies (7)

Q3 a) What is Productivity? Explain measures to increase Productivity (8)

b) Write a note on ISO 14000 (7)

OR

c) What is Quality Management? Discuss the features of Quality Management (8)

- d) Discuss the process of Quality Circles (7)
- Q4 a) What is Human Resource Management? Explain functions of HRM (8)
- b) Describe the traits of Leadership. (7)

OR

- c) What is Human Resource Planning? Explain process of HRP (8)
- d) Explain Maslow's theory of Motivation. (7)
- Q5 a) What is Financial Management? State its functions. (8)
- b) Discuss the factors affecting Capital Structure. (7)

OR

- c) Write a short note on any three: (15)
- ~~i.~~ Product life cycle.
  - ii. National Productivity Council.
  - ~~iii.~~ 360-degree appraisal.
  - iv. Venture capital.
  - ~~v.~~ DEMAT.

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