

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. _____ is a systematic process of identifying customer needs and wants.
(a. Marketing b. Production c. Selling d. Human Resource Management)
2. _____ is a monetary factor of motivation.
(a. Bonus b. Status c. Job security d. Job enrichment)
3. _____ means creating a place in the minds of consumers.
(a. Brand Loyalty b. Brand Image c. Brand Extension d. Brand Position)
4. _____ productivity is the relation between output to man hours worked.
(a. Performance b. Machine c. Capital d. Labour)
5. ISO is located in _____.
(a. Japan b. India c. Switzerland d. America)
6. Theory X assumes people are basically _____.
(a. lazy b. professional c. active d. alert)
7. According to Need Hierarchy Theory, job security is _____ need of human beings.
(a. self-actualization b. social c. physiological d. safety)
8. _____ leadership style subordinates have no scope to question the superior.
(a. Autocratic b. Situational c. Democratic d. Bureaucratic)
9. _____ is an important source of equity for start-up companies.
(a. Venture capital b. Capital market c. Mutual funds d. Money market)
10. Debenture is _____ product.
(a. Finance b. Human resource c. Raw material d. marketing)

Q.1. B. State whether the following statements are true or false. (Any Seven) [7]

1. Marketing satisfies human wants.
2. Direct Channel of distribution refers to the distribution of goods directly by manufacturers.
3. Productivity is the ratio of output to input. .
4. Production process is described as an act of transformation.
5. Recruitment and selection is part of HRM.
6. Inventory refers to those items which are kept in stock for sale and which are in process of production.
7. Performance appraisal is the systematic description of an employee's job relevant strengths and weaknesses.
8. Shares are sources for short term capital.
9. Venture Capital is also called mutual funds.
10. Capital market provides money for short term purposes.

- Q.2. A] Discuss the elements of marketing mix. [8]
B] Explain the factors influencing channel selection decision. [7]

OR

- Q.2. C] Explain the levels of the product. [8]
D] Discuss the internal factors affecting the pricing decision. [7]

- Q.3. A] What are the measurements of Productivity? [8]
B] Describe the scope of production management. [7]

OR

- Q.3. C] Elaborate at length the steps involved in a quality circle. [8]
D] Explain the objectives of inventory management. [7]

- Q.4. A] Discuss the on job method of training. [8]
B] Briefly explain the benefits of training and development. [7]

OR

- Q.4. C] Explain the functions of human resource management. [8]
D] Discuss the various styles of leadership. [7]

- Q.5. A] Describe the functions of financial management. [8]
B] Briefly discuss the procedure of Dematerialisation. [7]

OR

- Q.5. Write short notes on. (Any Three) [15]
1. Stages of Product Life Cycle
2. Methods of Inventory Management
3. Total Quality Management
4. Future Contracts
5. Venture Capital.

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