

Duration: 2½ Hours

Max. Marks: 75

N.B. 1] All questions are compulsory.

2] 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 the process of identifying consumers' needs and wants.
a. Marketing b. Selling c. Management d. Production
2. _____ refers to the tangible or intangible goods and services that a company offers to its target market.
a. Price b. Place c. Product d. Promotion
3. _____ pricing takes into account the psychological impact of pricing on consumer perception.
a. Value-Based Pricing b. Dynamic Pricing
c. Competitive Pricing d. Psychological Pricing
4. _____ is also known as operations management or manufacturing management.
a. Marketing Management b. Human Resource Management
c. Production Management d. Financial Management
5. _____ are small groups of employees who voluntarily come together to identify, analyze, and solve work-related problems or issues that affect quality and productivity.
a. Quality Circle b. ISO 9000 c. ISO 14000 d. Quality Management
6. _____ is a process through which the right candidate for the right job is ensured.
a. Marketing b. Human Resource Development
c. Human Resource Planning d. Performance Appraisal
7. OJT stands for _____.
a. On the Job Training b. On the Job Technique
c. On the Job Technology d. On the Job Tools
8. _____ is the final level of the theory of hierarchy of needs as proposed by Abraham Maslow.
a. Safety Needs b. Social Needs
c. Esteem Needs d. Self-Actualization Needs

9. _____ is a market for long-term sources of finance to the industrial and corporate sector.
- a. Money Market b. Capital Market
- c. Financial Institutions d. Financial Services
10. The Indian Capital Market is regulated by _____.
- a. SEBI b. IRDA c. FERA d. RBI

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

1. IMC unifies all marketing communication tools.
2. Marketing brings industrial and economic growth.
3. Price is a critical component of marketing mix.
4. ISO 9000 is not a mark of quality assurance.
5. The National Productivity Council was established in the year 1947.
6. HRM is production-oriented process.
7. Human Resource Development is an important function of Human Resource Management.
8. Managers with leadership qualities are called business leaders.
9. Finance is treated as the life blood of business.
10. Money market deals with short-term finance.

Q.2. A] Explain the importance of marketing. [8]

B] What do you mean by Branding? Discuss the factors influencing branding. [7]

OR

Q.2. C) Explain the different promotion strategies. [8]

D] Define Distribution Management. Explain the types of distribution channels. [7]

Q.3. A] What do you mean by Inventory Management? Explain the various methods of inventory management. [8]

B] What is Productivity? Discuss the measures to increase the productivity. [7]

OR

Q.3. C] Elaborate in detail the key principles of TQM. [8]

D] Explain the steps involved in production planning and control. [7]

Q.4. A] What are the functions of Human Resource Management? [8]

B] Discuss the benefits of Employee Retention. [7]

OR

Q.4. C] Explain the different leadership traits. [8]
D] What are the factors influencing motivation? [7]

Q.5. A] What is Demat Account? Explain its features [8]
B] Explain the importance of capital budgeting. [7]

OR

Q.5. Write short notes on. (Any Three) [15]

1. Venture Capital
 2. Types of Option Contract
 3. Methods of Performance Appraisal
 4. ISO 14000
 5. Product Life Cycle.
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