

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 the appropriate answer from the alternatives given. (Any Eight) [08]

1. When product performance exceeds customer expectations, then customers are \_\_\_\_\_.  
(a. astonished      b. dissatisfied      c. delighted      d. satisfied)
2. Marketing Mix is also called as \_\_\_\_\_.  
(a. 8Ps      b. 4Ps      c. 4Cs      d. Place Mix)
3. \_\_\_\_\_ is also called the new issue market.  
(a. Primary Market      b. Secondary Market      c. Debt Market      d. Money Market)
4. ISO is located at \_\_\_\_\_.  
(a. Japan      b. India      c. Switzerland      d. London)
5. \_\_\_\_\_ is a small group of employees who meet regularly to identify, analyse, and solve work related problems.  
(a. Quality Ellipse      b. Quality Square      c. Quality Circles      d. Quality Rectangle)
6. According to Need Hierarchy Theory, \_\_\_\_\_ needs are the basic needs of human beings.  
(a. self-actualization      b. social      c. physiological      d. safety)
7. HRP means Human Resource \_\_\_\_\_.  
(a. Product      b. Planning      c. Punctuality      d. Placement)
8. Marketing is concerned with \_\_\_\_\_ markets.  
(a. single      b. target      c. multiple      d. dual)
9. Options include Call Options and \_\_\_\_\_.  
(a. Full Option      b. Put Option      c. Half Option      d. Future Option)
10. \_\_\_\_\_ is a process of giving a distinct name or a mark to a product to give it a distinct identity.  
(a. Pricing      b. Physical Distribution      c. Promotion      d. Branding)

**Q 1 B.** State whether the following statements are true or false. (Any Seven) [07]

1. Marketing is a onetime activity.
2. Henry Fayol is known as the Father of Quality Circles.
3. Productivity and production are synonymous.
4. Motivation of employees is an occasional activity.
5. Productivity is the ratio of output to input.
6. Self-actualisation needs exist in all people.
7. Human Resources are assets of organizations.
8. Capital market deals with short term finance.
9. In an Autocratic Leadership Style, leaders run their organization as a social hub.
10. Advertising is personal communication.



- Q.2. A] Explain the steps involved in new product development process. [08]  
B] What are the various factors influencing pricing decisions? [07]

OR

- Q.2. C] Elaborate various elements of promotion mix. [08]  
D] Bring out in detail the types of distribution channel. [07]

- Q 3. A] Discuss the significance of higher productivity to the organisation. [08]  
B] Explain the concept and features of Total Quality Management. [07]

OR

- Q 3. C] Elucidate at length the steps involved in a quality circle. [08]  
D] Explain the meaning and objectives of inventory management. [07]

- Q 4. A] Discuss the significance of training and development. [08]  
B] List down and explain on the job training methods. [07]

OR

- Q 4. C] State and explain the functions of human resource management. [08]  
D] What are the limitations of performance appraisal? [07]

- Q 5. A] Discuss the procedure for dematerialisation. [08]  
B] Explain the role of capital market in economic development of a country. [07]

OR

- Q 5. Write short note on the following. (Any THREE) [15]

1. Venture Capital
2. McGregor's Theory X and Theory Y
3. Traits of Effective Leader
4. Public Relations as a Component of IMC
5. Advantages of Future Contracts.

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