

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. _____ offers an incentive to buy.
(a. Advertising b. Direct Marketing c. Public Relations d. Sales Promotion)
2. Product modification is used at _____ stage.
(a. introductory b. growth c. maturity d. decline)
3. In _____ pricing strategy, the manufacturer charges high price initially.
(a. trial b. skimming the cream c. market penetration d. probe)
4. _____ is voluntary in character.
(a. Quality Management b. Quality Assessment
c. Quality Circles d. Quality Control)
5. JIT stands for _____.
(a. Just in Today b. Just in Time
c. Join in Time d. Just Indian Time)
6. _____ is concerned with the execution of production plan.
(a. Routing b. Scheduling c. Dispatching d. Follow-Up)
7. _____ is the best style of leadership.
(a. Autocratic b. Situational c. Democratic d. Intellectual)
8. Human Resource Management is a _____ process.
(a. product oriented b. market oriented
c. people oriented d. consumer oriented)
9. Stock Exchange is an example of _____.
(a. primary market b. secondary market c. debt market d. commodity market)
10. _____ is concerned with raising financial resources and their effective utilization towards achieving the organizational objectives.
(a. Marketing Management b. Production Management
c. Human Resource Management d. Financial Management)

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

1. Price is not an important component in marketing.
2. Intangible products can be touched.
3. Digital technology is an obstacle in product promotional activities.
4. Understocking blocks the firm's capital.
5. Quality circles are forced participative management.
6. Materials management helps to achieve pre-determined production process.
7. Industrial relations is a part of HRM.
8. Attractive pay packages acts as a motivational factor.
9. Demat means electronic conversion of shares.
10. Finance is required throughout the life span of a company.

- Q.2.** A] What do you mean by Marketing? Explain its benefits. [8]
B] Discuss the various factors influencing branding. [7]
OR
- Q.2.** C] Explain the features of Integrated Marketing Communication. [8]
D] State and explain the types of Distribution Channels. [7]
- Q.3.** A] Discuss the features of Quality Management. [8]
B] Elaborate in detail the procedure for ISO 9000 registration. [7]
OR
- Q.3.** C] What are the methods of Inventory Management? [8]
D] Distinguish between Production and Productivity. [7]
- Q.4.** A] Discuss the role of Human Resource Planning. [8]
B] Explain in detail the measures for employee retention. [7]
OR
- Q.4.** C] What is Performance Appraisal? Discuss its advantages. [8]
D] Explain Abraham Maslow's Theory of Motivation. [7]
- Q.5.** A] Discuss the functions of capital market. [8]
B] What are the objectives of Financial Management? [7]
OR
- Q.5.** Write short notes on. (Any Three) [15]
1. 4 Ps of Marketing
2. National Productivity Council
3. 360 Degree Appraisal
4. Fundamental Analysis
5. Future and Options.
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