

Q.P. Code : 19597**[Time: 2:30 hrs]****[Marks:75]**

Please check whether you have got the right question paper.

- N.B:
1. Attempt all the questions.
 2. Figures to the right indicate full marks.

Q.1 (A) State whether the following statements are True or False. (Any 8) (8)

- 1) Marketing is a continuous process.
- 2) Online Promotion is fast changing Marketing Technique.
- 3) Productivity is the ratio of Output to Input.
- 4) Inventory control is a part of Production Management.
- 5) TQM lays emphasis on Defect-free approach.
- 6) Human Resources are assests of an organization.
- 7) HRM only gives short-term benefits to the organization.
- 8) Industrial Relation do not form a part of HRM.
- 9) Technical analysis is financial market oriented.
- 10)Capital market deals with short term finance.

(B) Match the following:----- (ANY 7) (7)

GROUP A

GROUP B

- | | |
|----------------------------|--------------------------------------|
| 1) Human Resource Planning | a) Product life cycle |
| 2) Training | b) Risky capital |
| 3) Performance Appraisal | c) Ratio of output to input |
| 4) Bank-Credit | d) Quality Certification |
| 5) Demat | e) Electronic transfer of shares |
| 6) ISO 9000 | f) Short-term sources of finance |
| 7) Productivity | g) Systematic Evaluation |
| 8) Venture capital | h) Manpower Development |
| 9) Introduction stage | i) Identifying Manpower Requirements |
| 10)Interview | j) Selection |

Q.2 (A) Explain 4P's of marketing. (8)**(B) Discuss various factors governing distribution decisions. (7)****OR****Q.2 (C) Describe promotion strategies used at sales force level. (8)****(D) Discuss Product development strategies briefly. (7)**

Q.P. Code : 19597

- Q.3 (A)** What is meant by Production Management? Outline its scope **(8)**
- (B)** Distinguish between production and productivity. **(7)**

OR

- Q.3 (C)** Define TQM. Explain the importance of TQM. **(8)**
- (D)** Write a note on ISO 14000. **(7)**

- Q.4 (A)** Explain the steps of Human Resource Planning. **(8)**
- (B)** Discuss the modern techniques of Performance appraisal briefly. **(7)**

OR

- Q.4 (C)** Discuss off-the job methods to develop- human resource (any four). **(8)**
- (D)** Write a note on 360 degree appraisal. **(7)**

- Q.5 (A)** What is Financial Management? State its functions. **(8)**
- (B)** What are the sources of short term finance? Explain briefly **(7)**

OR

- Q.5** Write short notes on (Any 3) **(15)**
 - 1) PLC
 - 2) Self appraisal
 - 3) Venture Capital
 - 4) Options
 - 5) Fundamental analysis
