

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. **(Any Eight)[8]**

1. _____ is a process of identifying and satisfying consumers' needs and wants.
(a. Marketing b. Management c. Advertising d. Selling)
2. The _____ is the stage of the product life cycle, where a company launches a new Product for the first time in the market.
(a. Decline stage b. Maturity stage c. Introduction stage d. Growth stage)
3. _____ 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)
4. _____ a small group of employees who meet regularly to identify, analyze, and solve work related Problems.
(a. Quality Ellipse b. Quality Square c. Quality Circles d. Quality Rectangle)
5. In _____, the inventory items are classified as vital, essential and desirable.
(a. (FSN) Classification b. (HML) Classification c. (ABC) Classification d. (VED) Classification)
6. _____ is deciding in advance relating to production activities.
(a. Production Planning b. Human Resource Planning c. Project Planning d. Quality Planning)
7. _____ is the systematic description of an employee's job relevant strengths and weaknesses.
(a. Motivation b. Training c. Performance appraisal d. Selection)
8. Theory X assumes that people are _____.
(a. Responsible b. Creative c. Lazy d. Active)
9. Future contract is highly _____ and legally enforceable.
(a. Standardised b. Non-standardised c. Inappropriate d. Haphazard)
10. _____ of shares refers to conversion of physical share certificates into electronic certificates.
(a. Publication b. Allotment c. Securitisation d. Dematerialisation)

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

1. Marketing is a continuous process.
2. Productivity is the ratio of input to output.
3. Performance appraisal guides employees for self-development.
4. ISO 14000 is not environment friendly.

5. The 360 degree appraisal method is not broad and comprehensive.
6. Henry Fayol is known as the Father of Quality Circles.
7. Job enrichment involves providing more challenging tasks and responsibilities to employees.
8. The Capital Market is concerned with borrowing and lending of short-term funds.
9. Depository Participant is the customer of the depository.
10. Leadership is an activity to lead, influence people to make them work for achievement of objectives.

- Q.2. A] State and explain the features of marketing. [8]
B] Explain various strategies of pricing. [8]
- OR**
- Q.2. C] Explain the various factors influencing distribution decisions. [7]
D] Discuss the different promotion strategies. [7]
- Q.3. A] Explain scope of Production Management. [8]
B] Highlight the importance of Total Quality Management to the organisation. [7]
- OR**
- Q.3. C] Discuss various measures to increase productivity. [7]
D] Mention steps in production planning and control. [7]
- Q.4. A] Bring out the nature of Human Resource Management. [8]
B] Discuss process of Human Resource Planning. [7]
- OR**
- Q.4. C] Discuss factors affecting motivation. [7]
D] Explain different styles of leadership. [7]
- Q.5. A] Explain functions of financial management. [8]
B] Elaborate factors affecting capital structure. [7]
- OR**
- Q.5. Write short notes on. (**Any Three**) [15]
1. Maslow's Theory of Motivation
2. Quality Circle
3. Methods of Performance Appraisal
4. Functions of Capital Market
5. Product Life Cycle
