

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. _____ refers to the marketing variables that combine to sell a product to the target market. (a. Advertising mix b. Marketing mix c. Basic marketing d. Marketing Promotion)
2. _____ is a process of giving a distinct name or a mark to a product to give it a distinct identity. (a. Branding b. Pricing c. Physical Distribution d. Promotion)
3. _____ can be defined as anything that is offered to the market for consumption that can satisfy need or want. (a. Product b. Price c. Place d. Promotion)
4. _____ involves assigning work and giving orders and instructions to the machine operators. (a. Dispatching b. Routing c. Scheduling d. Follow up)
5. _____ 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)
6. Production Management deals with decision making related to _____.
(a. Finance b. Human Resources c. Production d. Distribution)
7. In _____ pricing strategy, Low price is charged when product is launched in the market. (a. Trail b Standard c. Skimming d. Premium)
8. According to need hierarchy theory _____ needs are the basic needs of human beings. (a. Physiological b. Psychological c. Social d. Cultural)
9. _____ is the systematic description of an employee's job relevant strengths and weaknesses. (a. Motivation b. Training c. Performance appraisal d. Selection)
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 Goal Oriented
2. Pricing is the activity of deciding the price of the product.
3. Productivity is the ratio of output to input.
4. Performance appraisal is a process of evaluating work performance of employees.
5. Production planning is deciding in advance relating to distribution activities.
6. Machine productivity is the relation between output to raw material consumed.
7. Employee retention is a strategy to retain employees, especially the high-achievers.
8. In an Autocratic leadership style, leaders run their organization as a social hub.
9. The venture capital is invested in high risk but high growth potential projects.
10. A futures contract is a contract for the future.

- Q.2. A] Explain different Promotion strategies with examples. [8]
B] Explain the factors influencing Branding. [7]
OR
- Q.2. C] Explain objectives of Pricing with examples. [8]
D] Explain different types of Distribution channels. [7]
- Q.3. A] Explain steps in production planning and control. [8]
B] Highlight the importance of Higher Productivity. [7]
OR
- Q.3. C] Discuss various measures to increase Productivity. [8]
D] Mention methods of Inventory Management, [7]
- Q.4. A] Bring out the nature of Human Resource Management. [8]
B] Discuss the need and importance of training. [7]
OR
- Q.4. C] Discuss the importance of Motivation. [8]
D] Explain different Qualities of a good leader. [7]
- Q.5. A] Explain functions of the Capital Market. [8]
B] Discuss objectives of Financial Management. [7]
OR
- Q.5. Write short notes on. (Any Three) [15]
1. Process of Human Resource Planning
2. Styles of Leadership
3. Methods of Performance Appraisal
4. Importance of Marketing.
5. Factors of Motivation
