

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. 4Ps is also called as \_\_\_\_\_.  
(a. Marketing Mix b. Product Mix c. Promotion Mix d. Place Mix)
2. \_\_\_\_\_ refers to exchange value at which the seller is willing to sell and the buyer is willing to buy.  
(a. Product b. Price c. Place d. Promotion)
3. \_\_\_\_\_ means giving an attractive name or symbol to the product by which it will be identified in the market and remembered by consumers.  
(a. Brand Loyalty b. Brand Image c. Brand Extension d. Branding)
4. \_\_\_\_\_ is the ratio of output to input.  
(a. Productivity b. Creativity c. Publicity d. Quality)
5. \_\_\_\_\_ involves selection of path of work and the sequence of operations for the completion of production process in an orderly manner.  
(a. Scheduling b. Routing c. Dispatching d. Follow-Up)
6. JIT stands for \_\_\_\_\_.  
(a. Just in Today b. Just in Time c. Join in Time d. Just Indian Time)
7. According to Need Hierarchy Theory, \_\_\_\_\_ needs are the basic needs of human beings.  
(a. self-actualization b. social c. physiological d. safety)
8. \_\_\_\_\_ is the best style of leadership.  
(a. Autocratic b. Situational c. Democratic d. Intellectual)
9. \_\_\_\_\_ of shares refers to conversion of physical share certificates into electronic certificates.  
(a. Application b. Allotment c. Redemption d. Dematerialization)
10. \_\_\_\_\_ is also called as new issue market.  
(a. Primary Market b. Secondary Market c. Debt Market d. Money Market)

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

1. Marketing satisfies human wants.
2. Zero-Level Channel of distribution refers to the distribution of goods without intermediaries.
3. Intangible products cannot be touched.
4. Production process is described as an act of transformation.
5. Human factor engineering is termed as ergonomics.
6. HRM is production-oriented process.
7. Retention of non-performer is beneficial to the organization.
8. Motivation does not lead to team spirit and team work among employees.
9. Venture Capital is not risky.
10. Future contracts are not legally enforceable.

- Q.2. A] Discuss the importance of marketing. [8]  
B] Explain the factors influencing Branding. [7]  
**OR**
- Q.2. C] Explain the various stages involved in new product development. [8]  
D] Discuss the different pricing strategies. [7]
- Q.3. A] What are the various measures to increase productivity? [8]  
B] Distinguish between Production and Productivity. [7]  
**OR**
- Q.3. C] What do you mean by Quality Circles? Explain its features. [8]  
D] Explain the methods of Inventory Management. [7]
- Q.4. A] Discuss the functions of Human Resource Management. [8]  
B] Explain the concept of Performance Appraisal. Discuss the benefits of Performance Appraisal. [7]  
**OR**
- Q.4. C] Explain the various qualities of a good leader. [8]  
D] Discuss the factors of motivation of employees. [7]
- Q.5. A] What is Capital Market? Explain its role in national economic growth. [8]  
B] Briefly discuss the procedure of Demat of Shares. [7]  
**OR**
- Q.5. Write short notes on. (Any Three) [15]  
1. Product Life Cycle  
2. ISO 14000  
3. Methods of Developing Human Resources  
4. Fundamental Analysis  
5. Venture Capital.

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