**PRELIM-I /AUDII/18/09/2015**

 **2 ½ Hours Ganesha** Classes **Total Marks: 75**

**N.B.: 1) All Questions are compulsory having Internal Choice.**

 **2) Write New Questions on New Page**

 **3) All Questions carries equal marks.**

Q.1. A] State whether following statements are TRUE OR FALSE. **(Attempt Any 8)** **(08)**

1. Price is not influenced by the objective of the company**. False**
2. In zero level channel intermediaries are involved. **False**
3. Advertising is not a tool of promotion. **True**
4. Shareholders wealth depends on productivity. **True**
5. Productivity is the ratio of output and input. **True**
6. Share are traditionally held in physical form. **True**
7. Stock exchange are sensitive to economic and political events. **True**
8. Debenture holder have no controlling power. **True**
9. Capital Structure is organizational structure. **False**
10. Brain storming is a free discussion of ideas. **True**

B] Fill in the Blanks - **(Attempt Any 7)** **(07)**

1. Higher price is charged for branded product

2. Intermediaries ensure continuous supply of goods

3. Competition affects product mix

4. NPC stands for National productivity council

5. F. W. Harris developed Economic lot size of model

6. Ratio analysis is fundamental analysis.

7. Ability to convert securities into cash is Liquidity

8. Public deposit is unsecured loan

9. Capital budgeting decisions are crucial for the organization

10. Job analysis finds out peculiarities of the job

Q.2. A] What are the Elements of Marketing Mix (7 ½)

 B] What is product positioning? Explain its Steps (7 ½)

**OR**

Q.2. A] Discuss the role of Marketing Channel. (7 ½)

 B] What are techniques of sales promotion? (7 ½)

Q.3. What is production Management? Bring out its importance? (15)

**OR**

Q.3. A] What are the difficulties in Measuring Productivity? (7 ½)

 B] Write Short Note on Quality Control. (7 ½)

Q.4. A] Explain the Role of HR Manager. (7 ½)

 B] Distinguish Between : On the Job Methods and Off the Job Method. (7 ½)

 **OR**

Q.4. A] Explain the Steps involved in Human Resource Planning (HRP)? (7 ½)

 B] How is performance, Appraisal useful? (7 ½)

Q.5. A] How are the objectives Financial Management achieved? (7 ½)

 B] Explain briefly the sources of Short-term finance (7 ½)

 **OR**

Q.5. A] Explain the importance/role of Capital Market.? (7 ½)

 B] What is Demat ? Bring out its procedures? (7 ½)

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