Ti	me: 2½ Hours Marks: 75	300
All Questions are compulsory.		
Figures to the right indicate ma	arks	
State whether the following states	ments are True or False (any eight)	(8)
Marketing brings industrial and e	economic growth	\$\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\
Market research covers the study	of marketing problems faced by the organisation	
Product is the base of entire marketing activities		
Production process is described as an act of transformation		
Human factor engineering is termed as Ergonomics		A A A
Case study is a technique of Clas	ssroom method of learning	
_	6,5,6,6,8,8,8,8,7,8,5,6,6,8,8,8,8,8,8	
\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\		
	27\24\2\2\2\2\2\2\2\2\2\2\2\2\2\2\2\2\2\	
\$5.00° (\$1.00°)	0,0,4,0,7,7,0,6,8,8,8,8,8,4,0,	
		-
Match the following (any seven)	4	(7)
Online Marketing	i) Just in Time	
10,60 (5,15 M 10) W 14 V		
	, -, y, , 39, 95, 50, 10, 4, 75, 17, 10,	
マンシャナンのの ひら めん		
23 O O O A VIVE A SERVER CO	8, 5, 5, 5, 5, 4, 7, 7, 70, 0, E.S.	
	6/27/26/26/27/27/2	
70, 4 % \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \		
	· A · C · C · C · C · C · C · C · C · C	
	0, 7, 6, 8	
		(8)
	2000.	
b) Explain the various factors in		(7)
c) What is Branding? Explain the factors influencing branding		(8)
d) Briefly discuss the various Promotional strategies		(7)
a) What is Productivity? Explain measures to increase Productivity		(8)
b) Write a note on ISO 14000		(7)
24	OR	
c) What is Quality Management?	? Discuss the features of Quality Management	(8)
	All Questions are compulsory. Figures to the right indicate management of the right indicate management of the research covers the study. Market research covers the study. Product is the base of entire management of the research covers the study. Production process is described as the Human factor engineering is term. Case study is a technique of Class Industrial relations do not form a Fundamental analytical frameword. In Future contract delivery of asset Long Term capital is required research. Match the following (any seven). Online Marketing Product line. Marketing mix JIT. Economic Order Quantity. HRA. Junior boards. Lease finance. Primary market. Induction. a) Define Marketing. Explain the b) Explain the various factors information. Explain the d) Briefly discuss the various Processing of the productivity? Explain the d) Write a note on ISO 14000.	Figures to the right indicate marks State whether the following statements are True or False (any eight) Marketing brings industrial and economic growth Market research covers the study of marketing problems faced by the organisation Product is the base of entire marketing activities Production process is described as an act of transformation Human factor engineering is termed as Ergonomics Case study is a technique of Classroom method of learning Industrial relations do not form a part of HRM Fundamental analytical framework is known as EIC. In Future contract delivery of asset is required. Long Term capital is required regularly. Match the following (any seven) Online Marketing i) Just in Time Product line ii) Human Resource Accounting Marketing mix iii) On the job training JIT iy) New issue market Economic Order Quantity y) Group of Product HRA. yi) Target youth vii) 4Ps Lease finance viii) 4Ps Lease finance viii) Re-order point rimary market. ix) Orientation Induction ix) Long term capital a) Define Marketing. Explain the features of Marketing. b) Explain the various factors influencing Pricing. OR c) What is Branding? Explain the factors influencing branding d) Briefly discuss the various Promotional strategies a) What is Productivity? Explain measures to increase Productivity b) Write a note on ISO 14000

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	a) Di	scuss the process of Quality Circles	
Q4	a) Wl	hat is Human Resource Management? Explain functions of HRM	(8)
	b) De	escribe the traits of Leadership.	(7)
		OR THE STATE OF TH	
	c) Wl	hat is Human Resource Planning? Explain process of HRP	(8)
	d) Ex	plain Maslow's theory of Motivation.	(7)
Q5	a) Wl	hat is Financial Management? State its functions.	(8)
	b) Di	scuss the factors affecting Capital Structure.	(7)
		OR	
	c) Wı	rite a short note on any three:	(15)
	i.	Product life cycle.	
	ii.	National Productivity Council.	
	iii.	360-degree appraisal.	
	iv.	Venture capital.	
	v.	DEMAT.	