



Reg. No. : .....

Name : .....

Second Semester M.A. Degree Examination, July 2013

Personnel Management

PM 2.2.3 : MARKETING AND FINANCE

Time: 3 Hours

Max. Marks: 75

PART – A

Answer **any five** of the following. **All** carry **equal** marks. **Each** answer not to exceed **300** words.

1. Differentiate between selling concept and marketing concept.
2. What is product life cycle ?
3. What is target return pricing ?
4. What are the different strategies for motivating channel members ?
5. What are the uses of managerial reporting ?
6. Write a short note on matching concept.
7. Bring out the relevance and uses of financial statements.
8. What are the dangers of excess working capital and inadequate working capital ?

(5×6=30 Marks)

PART – B

Answer **any three** of the following. **All** carry **equal** marks. **Each** answer not to exceed **1500** words.

9. Explain, in detail, about market segmentation, positioning and targeting.
10. Describe the various stages in new product development.
11. Explain, in detail, about sales force management.
12. Discuss, in detail, about classification of cost.
13. What do you understand by the terms budget and budgetary control ? Mention the advantages of budgetary control.

(3×15=45 Marks)