

Reg. No. :

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Name :

Second Semester M.A. Degree Examination, June 2007

Branch : PERSONNEL MANAGEMENT

(New Scheme – 2006 Admn.)

PM 2.2.3 : Paper – III : Marketing and Finance

Time: 3 Hours

Max. Marks: 75

PART – A

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

1. What are the uses of financial accounting ?
2. Discuss briefly, the marketing concept.
3. Define balance sheet and state its importance.
4. What are the environmental factors affecting marketing decisions ?
5. Explain the classification of costs. What are their implications ?
6. What are the bases of market segmentation ?
7. Explain the limitations of ratio analysis.
8. Explain the concept of product life cycle and its relationship with marketing strategies.

PART – B

Answer **any three** questions, **each** in about **1500** words. **Each** question carries **15** marks.

9. Explain the different sources of finance and indicate their relative merits.
 10. Define sales management. What are the problem of sales management ? Suggest solutions.
 11. Explain the popular methods to evaluate investment decisions. Also list their relative merits.
 12. Explain marketing mix.
 13. Explain the place of advertisement in the overall marketing strategy.
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