



Reg. No. : .....

Name : .....

**Second Semester M.A.P.M. Degree Examination, July 2012**  
**PM 223 – Paper – III : 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. What are the important functions of marketing ?
2. What are the bases for market segmentation ?
3. Explain the different pricing strategies.
4. What are the important aspects of salesmen training ?
5. Explain the concept of "working capital management".
6. State the sources of short term and long term finance.
7. How can a balance sheet be used to assess the performance of a company ?
8. What do you understand by the term "budgetary control" ? (5×6=30 Marks)

PART – B

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

9. Discuss how demographic and economic environment is relevant to a marketer.
  10. Discuss the challenges of marketing in India.
  11. Explain the different types of sales promotion.
  12. Explain the different methods used for analysis and interpretation of financial statements.
  13. What is capital budgeting ? Explain its need and importance. (3×15=45 Marks)
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