



Reg. No. : .....

Name : .....

**Second Semester M.A. Degree Examination, August 2011**

**Branch : PERSONNEL MANAGEMENT**

**(New Scheme – 2006 Admn.)**

**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. (5×6=30 Marks)

1. Write a note on the evolution of marketing.
2. Write a note on marketing mix.
3. What are the different types of trade channels ?
4. What are the various sales promotional activities undertaken at the consumer level ?
5. What are the objectives of financial management ?
6. State the purposes of long term finance.
7. What is the difference between a balance sheet and profit and loss account ?
8. How are costs classified ?

**PART – B**

Answer **any three** of the following. All carry equal marks. Each answer not to exceed 1500 words. (3×15=45 Marks)

9. Write a detailed note on new product development.
  10. Explain the role of psychological factors in taking purchasing decisions by an individual.
  11. Write a detailed note on marketing research.
  12. What is capital budgeting ? Explain its need and importance.
  13. Write detailed note on ratio analysis.
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