



Reg. No. :

Name :

Second Semester M.A. Degree Examination, June 2008

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 do you understand by intangible and fictitious assets ? Give examples.
2. Define and explain marketing. Discuss the present day importance of marketing.
3. Explain the uses of financial statements.
4. Discuss the need and importance of marketing research.
5. Distinguish between capital and revenue expenditure.
6. What are the major objectives of sales promotion ?
7. Distinguish between fixed and variable cost.
8. Discuss the nature and importance of advertising.

PART – B

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

9. Define Consumer Behaviour. What are the factors that account for changes in a person's buying habits ?
 10. Explain the budgetary control procedures and their effectiveness.
 11. Write an essay on 'market segmentation', highlighting its need and the various types.
 12. Explain briefly the various ratios used in analyzing and interpreting the current financial conditions of business.
 13. Explain the different depreciation methods.
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