

Reg. No.....

L 4289

Name.....

**THIRD SEMESTER M.A. DEGREE EXAMINATION  
NOVEMBER/DECEMBER 2002**

Personnel Management

PM 233—MANAGEMENT II—MARKETING AND FINANCE

Time : Three Hours

Maximum : 75 Marks

**Part I**

Answer any **five** questions  
Answers should not exceed **300 Words**.  
Each question carries **6 Marks**.

1. Mention the core concepts in Marketing.
2. What is meant by Market Segmentation? Explain the basis of segmenting a FMCG market for a new product.
3. What is the relevance of the study of Consumer Behaviour in marketing?
4. What are the features of a good Advertising?
5. What is Financial Management? What are the major decisions of a Finance Manager?
6. Explain the role of budgetary control in financial planning.
7. What are the major components of Working Capital Management?
8. What is a cash flow statement? Mention its significance.

(5x6=30 marks)

**Part II**

Answer any **three** questions  
Answers should not exceed **1500 words**.  
Each question carries **15 Marks**

9. Economic as well as environmental factors got wide implication in any marketing activity. Illustrate with examples.
10. Describe the role of Sales Management in determining and promoting Marketing Share of a product.
11. What is Marginal Costing? Explain the relevance of Marginal cost in pricing.
12. What are the financial statements used to analyse the profit or loss of a business enterprise? Explain.
13. Explain the significance of learning Marketing and Financial Management for an HR Executive.

(3x15=45 Marks)