

Reg. No.....

Name.....

**THIRD SEMESTER M.A. DEGREE EXAMINATION  
NOVEMBER/DECEMBER 2003**

Branch : 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. What are the implications of environmental factors on marketing activity ? Illustrate.
2. What is targeting and positioning ? Explain with an example.
3. How is understanding of consumer behaviour important for a marketer ?
4. "Think globally, Act locally for effective marketing results." Comment.
5. What are the components of cost of capital ? How are they measured ?
6. What are the financial statements used to analyse the profit or loss of a company ? Explain.
7. What is BEP ? How does it affect the pricing and cost decisions ?
8. Elaborate the role of budgetary control in financial planning.

(5 × 6 = 30 marks)

**Part II**

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

9. Explain the relevance of learning marketing and financial management for a Personnel Executive.
10. "Marketing Mix is vital while framing up a marketing plan." Explain.
11. "Sales Management is a key function, which determines the market share of any product." Discuss.
12. Explain the scope and functions of Financial Management.
13. What is meant by Working Capital Management ? Explain its applications.

(3 × 15 = 45 marks)