

Reg. No.....

L 6042

Name.....

**THIRD SEMESTER M.A. DEGREE EXAMINATION  
NOVEMBER/DECEMBER 2004**

Branch—Personnel Management

PM 233—MANAGEMENT II—MARKETING AND FINANCE

Time : Three Hours

Maximum : 75 Marks

**Part I**

*Answer any five questions.*

*All carry equal marks.*

*Each answer not to exceed 200 words.*

1. Distingusih between Marketing and Selling.
2. What is meant by market segmentation ?
3. What is marketing mix ?
4. What do you understand by consumer behaviour ?
5. What are the objectives and functions of financial management ?
6. Evaluate the following as a source of finance :—
 

(a) Equity shares.	(b) Debentures.
(c) Institutional finance.	(d) Bonds.
7. What do you mean by "liquidity of a firm" ? How can it be assessed ?
8. Discuss the use of various types of budgets.

(5 × 6 = 30 marks)

**Part II**

*Answer any three questions.*

*All questions carry equal marks.*

*Answer should not exceed 1,500 words.*

9. Explain Sales management. List out the personal qualities of a successful salesman.
10. Write a note on the different trade channels and promotion strategies used by consumer goods companies nowadays.
11. How will you analyse the financial position of a company from the point of view of :
  - (a) an investor.
  - (b) a creditor, and
  - (c) a financial executive of the company.
12. What is mean by Balance Sheet ? What are its major divisions ? Discuss briefly the form and content of a balance sheet.

(3 × 15 = 45 marks)