

Name.....
Roll No.....

K1246

**THIRD SEMESTER M.A.DEGREE EXAMINATION
NOVEMBER / DECEMBER 2005
(PERSONNEL MANAGEMENT)**

P M 233 – MANAGEMENT II – MARKETING & 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.*

1. List out the objectives of financial management.
2. What are the determinants of capital structure.
3. Define balance sheet and state its importance.
4. Write a note on budgetary control.
5. Briefly explain the marketing concept.
6. What is product life cycle?
7. What are the factors influencing consumer behaviour?
8. State the significance of setting up sales territories.

(5 x 6 = 30 marks)

PART – B

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

9. Give an overview of working capital management. Describe its important sources also.
10. What is marginal costing? Examine the basic characteristics of marginal costing.
11. What is marketing mix? Describe the forces affecting the marketing mix.
12. Enumerate briefly the steps that are followed in pricing a product.
13. Define salesmanship. What are the important criteria for evaluating the performance of salesmen?

(3 x 15 = 45 marks)