

**Third Semester M.A. Degree Examination, November 2006**  
**PERSONNEL MANAGEMENT**  
**PM 233 – Paper – III : Management II – Marketing and 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. Write a note on the evolution of the concept of marketing.
2. Write a note on market segmentation.
3. What do you understand by marketing mix ?
4. What are the key concepts in consumer behaviour ?
5. What is a budget ?
6. What are the objectives of financial management ?
7. Write a note on capital structure.
8. How can marginal costing help management ? (5×6=30 Marks)

PART – B

Answer **any three** of the following. **All** carry **equal** marks. **Each** answer not to exceed **1500** words.

9. Write a note on pricing and pricing strategies with relevant examples from the Indian context.
  10. Write a note on the qualities required for a good salesman.
  11. What are the different forms of promotion used by companies ? Cite examples.
  12. Explain the various ratios that may be used in analysing and interpreting the current financial condition of a business.
  13. Define balance sheet. How is it different from a profit and loss statement ? What are the major divisions in a balance sheet ? (3×15=45 Marks)
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