



Reg. No. :

Name :

**Second Semester M.A. Degree Examination, September 2010
PERSONNEL MANAGEMENT
PM 223 : Marketing and Finance**

Time : 3 Hours

Max. Marks : 75

PART – A

Answer **any five** questions. All carries **equal** marks. Each answer not to exceed **300** words.

1. Define Consumer Behaviour.
2. What do you understand by market segmentation ? Give an example.
3. What are the strategies used for developing new products ?
4. What do you mean by budgetary control ?
5. Differentiate between fixed and variable costs.
6. Elaborate the role of marketing function in business management.
7. Describe the concept of cost of capital.
8. How will you evaluate the performance of sales staff ? (5×6=30 Marks)

PART – B

Answer **any three** questions. All carries **equal** marks. Each answer not to exceed **1500** words.

9. Elaborate the various pricing strategies used by marketers.
 10. Describe in detail the content and relevance of financial statements.
 11. Explain concept of the marketing mix.
 12. What is meant by working capital management ?
 13. Explain the objectives and functions of Financial Management. (3×15=45 Marks)
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