



21

Reg. No. :

Name :

**Second Semester M.A. in Human Resource Management Degree
Examination, September 2014
223 : MARKETING AND FINANCE
(2013 Admn.)
(Common for M.A. Degree in Personnel Management
Prior to 2013 Admns.)**

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. What is societal marketing concept ?
2. What is demographic segmentation ?
3. Write a short note on marginal costing.
4. What is a balance sheet ? What is its significance ?
5. What is the importance of working capital in a manufacturing concern ?
6. Write a note on advantages and limitations of budgeting.
7. Write a short note on marketing mix.
8. What is market testing ?

(5×6=30 Marks)

PART – B

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

9. Explain the stages of the buying decision process.
10. List down the accounting concepts and explain them in detail.
11. Explain the different pricing methods.
12. What is product life cycle ? Write down the various strategies adopted in the different stages of product life cycle.
13. Explain the scope of financial management.

(3×15=45 Marks)