

Total No. of Questions : 5]

SEAT No. :

P2372

[4670] - 201

[Total No. of Pages : 2

M.B.A.

**201: MARKETING MANAGEMENT
(2013 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate marks for that question/sub-question.*
- 5) *Your answer should be specific and to the point.*
- 6) *Support your answer with suitable live example.*
- 7) *Draw neat diagram and illustrations supportive to your answer.*

Q1) What do you mean by PLC Explain the characteristics of PLC stages with examples? **[10]**

OR

Describe the new product development process?

Q2) What do you mean by price? Discuss the internal and external factors influencing pricing decision? **[10]**

OR

Define price. Which pricing method will you adopt for following products?

- a) Smart phones
- b) hair oil with unique fragrance

Q3) Discuss the importance of distribution channels. Which distribution channel will you suggest for generator set for business buyer and why? **[10]**

OR

Explain how the process of designing the distribution channel is?

P.T.O.

Q4) What do you mean by marketing communication? Discuss the merits and Demerits of TV and RADIO as advertising media. **[10]**

OR

Define Advertising. Discuss the importance of advertising.

Q5) What do you mean by marketing plan? Prepare a marketing plan for any one of the following product. **[10]**

- a) Newly introduced fruit juice.
- b) A college planning to introduce new course.
- c) A bank planning to open its branch in rural area.

OR

Discuss marketing audit in detail. Explain the importance.



Total No. of Questions : 5]

SEAT No. :

P2374

[4670]-203

[Total No. of Pages : 1

M.B.A.

203 : HUMAN RESOURCE MANAGEMENT

(2013 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Answer all the questions.*
- 2) *All question carry equal marks.*

Q1) a) Discuss the importance of HRM and bring out the difference between the role of HR Manager & Personnel Manager. **[10]**

OR

b) ‘Organizational Strategies have linkages with HR strategies’ Discuss.**[10]**

Q2) a) “Job Design is a result oriented tool for optimal utilization Human Resources”. Discuss with example. **[10]**

OR

b) What is the significance of job analysis and what are its benefits explain with suitable example. **[10]**

Q3) a) Describe in details - “Training need assessment and its advantages. **[10]**

OR

b) Discuss the different methods of training used by an organization for enhancing employee performance. **[10]**

Q4) a) Why it is essential to measure the performance of an employee? Describe the factors need to consider while doing the same. **[10]**

OR

b) “Compensation linked with performance”. Discuss. **[10]**

Q5) a) “Flexi work time enhance the employee performance”. Discuss with suitable example. **[10]**

OR

b) What is employee down-sizing? Discuss its importance in an organizational context. **[10]**



Total No. of Questions : 7]

SEAT No. :

P2319

[4670] - 21

[Total No. of Pages : 2

M.B.A.

**201: MARKETING MANAGEMENT
(2008 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Q.1 is compulsory.*
- 2) *Answer any four from the remaining questions.*
- 3) *All questions carry equal marks.*

Q1) Design suitable channel of distribution for following product.

- a) Herbal toothpaste.
- b) Solar Lamps.

Q2) What are the different stages of product life cycle (PLC)? Describe suitable marketing strategies for various stages of PLC.

Q3) Explain the concept of product mix. Discuss product mix of any FMCG company.

Q4) “Direct marketing has boomed in the recent past due to the changing marketing environment” Critically analyze the statement.

Q5) Define branding. State its purpose and significance.

Q6) What is pricing? Discuss various strategies of pricing with examples.

P.T.O.

Q7) Write short notes on (Any Two)

- a) Physical evidence.
- b) Test marketing.
- c) Publicity.
- d) New trends in packaging.
- e) Retailing.



Total No. of Questions : 7]

SEAT No. :

P2321

[4670]-23

[Total No. of Pages : 1

M.B.A.

203 : HUMAN RESOURCE MANAGEMENT

(2008 Pattern) (Semester - II)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Attempt Any Five questions.
- 2) All questions carry equal marks.

Q1) Discuss the concept of Human Resource Management. Explain the role of H.R.Manager.

Q2) What is performance Appraisal? Discuss different methods of performance Appraisal.

Q3) Define Training and Development. Explain Any 4 Methods of Training.

Q4) Define Recruitment and selection. Explain various sources of recruitment.

Q5) Explain in detail various methods used by organization to separate their employees.

Q6) "Compensation Management plays vital role in various aspects of HRM." Discuss.

Q7) Write short notes (Any Two):

- a) VRS.
- b) Grievance Handling Procedure.
- c) Quality circles.
- d) Job Description.

