

M.H.R.D. (Semester—III) Examination
FUNCTIONAL AREAS IN MANAGEMENT—I
Paper—301

Time : Three Hours]

[Maximum Marks : 80

N.B. :— (1) Attempt **ALL** questions.

(2) All questions carry equal marks.

1. (a) Explain the concept of Consumer Behaviour in detail. 16

OR

- (b) Elaborate in detail the Marketing Environment and its components with a neat sketch. 16

2. (a) Explain the concept of Product Mix in detail. 16

OR

- (b) Elaborate the concept of “Market Segmentation” with suitable examples. 16

3. (a) How Advertising is useful in Promotion Mix ? Explain. 4

- (b) Explain the term Sales promotion. 4

- (c) Why personal selling is important ? 4

- (d) “Publicity” is the most important element of product selling in Promotion mix. Explain. 4

OR

- (e) Explain the functions of Channel Management. 4

- (f) What are the Intermediaries in Channel Management ? 4

- (g) What should be the policies of marketing channel ? 4

- (h) Which strategies can be applied for marketing channel ? 4

4. (a) State nature and scope of Financial Management. 4

- (b) Discuss Cost-Volume-Profit analysis. 4

- (c) Explain the term Ratio Analysis. Give neat graph. 4

- (d) What is meant by Financial Accounting ? 4

OR

- (e) Define "Financial Management". 4
- (f) Explain the term Break-even point. 4
- (g) Financial Ratios indicate health of company. Elaborate. 4
- (h) Explain Fundamentals of Financial Accounting. 4
- 5. (a) Give meaning of "Equity Shares". 4
- (b) Explain the concept of "Term Loans". 4
- (c) Elucidate the meaning of "Cost of Capital". 4
- (d) What are the concepts of "Working Capital Management" ? 4

OR

- (e) What are Preference Shares ? 4
- (f) What is "Opportunity Cost" in the concept of Cost of Capital ? 4
- (g) Explain the significance of Working Capital in day-to-day operation of Business. 4
- (h) Give the importance of Receivables. 4