

--	--	--	--	--

Time : 2 Hours**FUNCTIONAL
MANAGEMENT****Subject Code**

V	4	2	4	4
---	---	---	---	---

Total No. of Questions : 23 (Printed Pages : 4)**Maximum Marks : 50**

- INSTRUCTIONS :**
- (i) There are four sections in the question paper (A, B, C and D) consisting of 23 questions.
 - (ii) In Section A there are eight questions of which Q. Nos. 1 to 4 are multiple choice questions. Q. Nos. 5 and 6 are to be answered in one word, phrase or figure and Q. Nos. 7 and 8 are to be answered in one sentence each.
 - (iii) Attempt all the questions, however internal choice is given for Q. No. 20 and Q. No. 23.
 - (iv) Figures to the right indicate marks allotted to each question.
 - (v) Write the number of each question clearly on the answer-book.

Section A

1. A group of buyers having similar wants is called 1
- Marketing Mix
 - Market Segmentation
 - Market Probe
 - Market Research

2. A popular online site for clothing is 1
- OLX
 - Big Basket
 - Myntra
 - Blinkit
3. By making the goods available in different markets, the warehouse creates 1
- Place Utility
 - Time Utility
 - Price Utility
 - Ownership Utility
4. The efficiency of an employee can be increased by 1
- Recruitment
 - Transfer
 - Training
 - Promotion
5. An interview in which two or more candidates are interviewed simultaneously. 1
6. State *one* method of internal recruitment. 1
7. Define Training. 1
8. Define Personnel Management. 1

Section B

9. State *two* advantages of marketing. 2
10. State *two* differences between Wholesaler and Retailer. 2
11. Write notes on : 2
 - (a) Duty paid warehouse
 - (b) Bonded warehouse.
12. Explain any *two* responsibilities of the Personnel manager. 2
13. Write a note on Manpower Planning. 2
14. Explain any *two* advantages of advertising. 2

Section C

15. State *three* essentials of efficient warehousing. 3
16. Explain any *three* methods of sales promotion. 3
17. Explain any *three* methods of external recruitment. 3
18. Explain any *three* objectives of performance appraisal. 3
19. What is newspaper advertising ? State its *two* advantages. 3
20. Explain any *three* methods of market segmentation. 3

Or

Explain any *three* functions of marketing.

Section D

- | | | |
|-----|--|---|
| 21. | Explain the role of transport in commerce. | 4 |
| 22. | Explain the 4 P's of marketing mix. | 4 |
| 23. | State the steps involved in Selection procedure. | 4 |

Or

Explain any *four* types of interviews.