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Time : 2 Hours

**FUNCTIONAL MANAGEMENT**

Subject Code

V	2	4	4
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Total No. of Questions : 5

(Printed Pages : 3)

Maximum Marks : 50

- INSTRUCTIONS :**
- (i) The question paper consists of *five* questions.
  - (ii) Each question carries **10** marks.
  - (iii) *All* questions are compulsory.
  - (iv) Figures to the right indicate full marks allotted to each question.
  - (v) Answer each question on a fresh page and number them correctly.
1. (A) Fill in the blank by selecting the most appropriate word from those given in the bracket. 1
- (i) An area for potential exchanges is known as.....
- (Market, Marketing, Market Research).
- (B) Define Marketing Research. 1
- (C) Distinguish between marketing and selling. 3
- (D) Explain any *five* methods of market segmentation. 5
2. (A) Substitute a word or a phrase for the following sentence : 1
- (i) The conveyance or movement of goods and people from one place to another.

- (B) What is warehousing ? 1
- (C) State any *three* advantages of water transport. 3
- (D) Explain any *five* essentials of effective warehousing. 5

*Or*

Distinguish between Road Transport and Rail transport.

- 3. (A) Define “Sales Promotion”. 1
- (B) State any *one* objective of Salesmanship. 1
- (C) Distinguish between newspaper advertising and Television advertising. 3
- (D) Explain any *five* methods of sales promotion. 5

*Or*

Write any *five* advantages of advertising.

- 4. (A) Define ‘Performance Appraisal. 1
- (B) Distinguish between guided interview and unguided interview. 2
- (C) Explain any *two* features of Personnel Management. 2
- (D) Write a short note on Training and Development. 2
- (E) Explain the steps involved in performance appraisal. 3
- 5. (A) Fill in the blank by selecting the most appropriate word from those given in the bracket. 1

(1) A vacant post at higher level is filled by.....

(Selection, Promotion, Demotion).

- (B) Explain any *two* external sources of Recruitment. 2
- (C) Explain any *two* advantages of Training. 2
- (D) Explain the purpose of Training. 2
- (E) Write the steps involved in Manpower Planning. 3