Exam Seat No:_____

C.U.SHAH UNIVERSITY Summer Examination-2018

Subject Name : Marketing and Finance Management

Subject Code : 5MS02M	1FM1	Branch: PGDHHCM	
Semester : 2	Date: 25/04/2018	Time : 10:30 To 01:30	Marks : 70

Instructions:

- (1) Use of Programmable calculator and any other electronic instrument is prohibited.
- (2) Instructions written on main answer book are strictly to be obeyed.
- (3) Draw neat diagrams and figures (if necessary) at right places.

(4) Assume suitable data if needed.

SECTION – I

Q-1		Attempt the Following questions	(07)
	a.	Define Marketing	01
	b.	What do you mean by Satisfaction?	01
	c.	Marketers are responsible for	01
	d.	Define Marketspace	01
	e.	Define Market	01
	f.	Write the 4Cs	01
	g.	Define Consumer	01
Q-2		Attempt all questions	(14)
-	(a)	Define Demand. Discuss the Eight States of Demand	07
	(b)	Write a Detailed note on : 4Ps	07
		OR	
Q-2		Attempt following questions	(14)
	(a)	Draw Consumer Behavior Model	07
	(b)	Write a Note on Perceived Risk	07
Q-3			
-		List the 10 Types of Marketing entities and explain any seven giving suitable example	14
		OR	
Q-3		Attempt all questions	(14)
	(a)	Discuss the stages involved in Consumer Buying Process	07
	(b)	Write a Note on: Holistic Marketing	07

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Q-4		Attempt the Following questions	(07)
-	a.		01
	b.	What do you mean by Accountancy?	01
	c.	Explain the meaning : Goods	01
	d.	State the meaning of Financial Management	01
	e.	What do you mean by Assets?	01
	f.	State the meaning of Cost	01
	g.	Explain the meaning : Goodwill	01
Q-5		Attempt all questions	(14)
-	(a)	Explain the various branches of Accounting	07
	(b)	Discuss the functions of Financial Management	07
		OR	
Q-5		Attempt the following question	(14)
-	(a)	Discuss various factors affecting Working Capital	05
	(b)	State the features of Auditing	05
	(c)	Generate the format : Hospital Bill	04
Q-6		Attempt all questions	(14)
-	(a)	Discuss the elements of cost	07
	(b)	Write a detailed note on Overheads	07
		OR	
Q-6		Attempt all Questions	(14)
	(a)	Write a note on : Classification of Budget	07
	(b)	List any five rations. Write the formula for the same	07

