

Enrollment No: _____ Exam Seat No: _____

C.U.SHAH UNIVERSITY

Winter Examination-2018

Subject Name : Marketing and Finance Management

Subject Code : 5MS02MFM1

Branch : PGDHHCM

Semester : 2

Date : 23/10/2018

Time : 2:30 To 5:30

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)**
- Explain the concept : Satisfaction 01
 - Define Consumer 01
 - Write the 4Cs 01
 - Define Market 01
 - What do you mean by Market Analysis? 01
 - Explain the concept : Marketing Research 01
- Q-2 Attempt all questions (14)**
- Discuss the Marketing Concepts 07
 - List the ten types of marketing entities and explain any three 07
- OR**
- Q-2 Attempt all questions (14)**
- Discuss the 4Ps of Marketing Management 07
 - State the Importance of Marketing Management 07
- Q-3 Attempt all questions (14)**
- Draw the Model of Holistic Marketing 07
 - Draw the Model of Consumer Behavior 07
- OR**
- Q-3 Attempt all questions (14)**
- Write a Note on Marketing of Hospital 07
 - Write a Note on Social Marketing 07



SECTION – II

- Q-4** **Attempt the Following questions** **(07)**
- a. What do you mean by Liability ? 01
 - b. Explain the term Capital 01
 - c. What do you understand by Zero Based Budgeting? 01
 - d. Explain the meaning of Cost 01
 - e. State the meaning of Expense 01
 - f. Explain the meaning of Goods 01
 - g. State any one feature of Auditing 01
- Q-5** **Attempt all questions** **(14)**
- a. State the differences between Accounting and Costing 07
 - b. List the advantages and limitations of Audit 07
- OR**
- Q-5** **Attempt all questions** **(14)**
- a. Write formulas of any five Ratio 07
 - b. State and compare long term and short term sources of Working Capital 07
- Q-6** **Attempt all questions** **(14)**
- a. Name any five accounting standard and explain any one 07
 - b. Generate the Performa of Hospital Bill 07
- OR**
- Q-6** **Attempt all Questions** **(14)**
- a. Discuss the Branches of Accounting 07
 - b. List the Objectives of Accounting and briefly explain. 07

