

Enrollment No: _____

Exam Seat No: _____

C.U.SHAH UNIVERSITY

Summer Examination-2019

Subject Name : Marketing and Finance Management

Subject Code : 5MS02MFM1

Branch : PGDHHCM

Semester : 2

Date : 20/04/2019

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.
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SECTION – I

- Q-1** **Attempt the Following questions** **(07)**
- a. What do you mean by Research? 02
 - b. Explain the concept : Target 01
 - c. Define Social Marketing 01
 - d. What do you mean by Marketing 01
 - e. Define Product 01
 - f. Explain the term : Strategic 01
- Q-2** **Attempt all questions** **(14)**
- Explain the ten types of marketing entities and explain any three 14
- OR**
- Q-2** **Attempt all questions** **(14)**
- a. Write a Note on : Customer Satisfaction 07
 - b. Discuss the Marketing Concepts 07
- Q-3** **Attempt all questions** **(14)**
- Explain the Model of Consumer Behavior 14
- OR**
- Q-3** **Attempt all questions** **(14)**
- a. Write a note on : 4Ps. 07
 - b. Discuss Holistic marketing concept in detail. 07

SECTION – II

- Q-4** **Attempt the Following questions** **(07)**
- a. What do you mean by Budget? 01
 - b. Define Accounting 01
 - c. Write the Full Form : ZBB 01
 - d. Explain the meaning of Revenue 01



	e. What do you mean by Billing?	01
	f. Explain the meaning of Services	01
	g. What do you mean by audit?	01
Q-5	Attempt all questions	(14)
	a. Write a Note: Basic Cost Concepts	07
	b. Discuss the importance of Budgeting	07
	OR	
Q-5	Attempt all questions	(14)
	a. Write a Note on : Ration Analysis	07
	b. Explain the functions of Finance Management	07
Q-6	Attempt all questions	(14)
	a. Generate the Performa of Hospital Bill	07
	b. Write a Note on : Working Capital Management	07
	OR	
Q-6	Attempt all Questions	(14)
	a. Write a note on : Accounting Standard	07
	b. Discuss the Importance of Finance Management	07

