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M.Com-4
1st Year Examination, Calendar Batch 2017
Production & Operational Management
Marketing Management

Time : 3 Hours]

[Max. Marks : 100

Note. (A) Attempt any five questions. Minimum two questions are compulsory from each section.

*(B) Each question carries equal marks. (20*5)*

SECTION-A
(Production & Operation Management)

- Q.1** What is work study? Why work study is important? What is the purpose of work study?
- Q.2** Define production management. What are the various functions/ activities of production management.
- Q.3** What is Product planning. Write about routing & sequencing in production planning.
- Q.4** Define materials handling. What are the advantages of materials handling?

SECTION-B
(Marketing Management)

- Q.5** What is marketing research systems? Explain.
- Q.6** Describe the phases of a Product life cycle. Give example of a product of your choice.
- Q.7** What do you mean by marketing? Discuss about the marketing environment.
- Q.8** Describe the fundamental elements of marketing. Discuss its scope in the organization also.

