

G. D. SOMANI MEMORIAL SCHOOL

PRELIM EXAMS

SUB: COMMERCIAL APPLICATION

MARKS: 100

DATE: 23/1/08

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TIME: 2HRS

Answers to this Paper must be written on the paper provided separately. You will not be allowed to write during the first 10 minutes. This time is to be spent in reading the question paper. The time given at the head of this Paper is the time allowed for writing the answers.

Attempt all four questions.

The intended marks for questions or parts of questions are given in brackets []

Question: 1

State any two differences between:

[10]

- Sales oriented and marketing oriented stage.
- Income and Expenditure Account and Receipts and Payment account
- Controlled and Uncontrollable costs.
- Recruitment and Selection
- Training and Education.

Question: II

[10]

- What are the conditions under which "Parity Pricing" is desirable?
- Explain briefly the principle of accounting on which the following equation is based.
$$\text{Assets} = \text{Liabilities} + \text{Capital}$$
- Explain two types of "Open" Cheques.
- Why is Human Resource Management considered to be a young discipline?
- What are the four main elements of ~~Human~~ Relations?

Public

Question: III

[10]

- Explain brand loyalty and Brand Equity.
- What is "Pre approach" in personal selling process?
- Explain qualified endorsement.
- What is Indirect Material?
- Define Public Relations.

Question: IV

Give two reasons for or against each of the following:

[10]

- "Marketing is Creative"
- An appropriate marketing mix is necessary to enable an enterprise to meet its goal.
- Advertising raises prices for consumers.
- Human Resources are heterogeneous.
- Recruitment is a positive process.

SECTION: B
[ANY FOUR]

Question: V

- a. What are the advantages of branding?
- b. Explain the role of Human Resource Management in an enterprise.
- c. Explain the scope of PR with respect to employees and Consumers relations.

Question: VI

- a. Explain any two objectives of marketing.
- b. Discuss any three sources of internal recruitment.
- c. Explain the nature of public relations.

Question: VII

- a. Importance of personal selling.
- b. Purpose of financial recording.
- c. Labour costs. [Direct and Indirect]

Question: VIII

- a. Explain penetrating pricing.
- b. How does the central bank use "statutory liquidity ratio" and "credit rationing" to exercise credit control in a country.
- c. Explain orientation training and refresher training.

Question: IX

CASE STUDY:

Mac. Donald's opened its first U.K. restaurant in October 1974. In December 2004, there were over 1330 Mc. Donald's restaurants in the U.K. Around 60% are owned and operated by the company. The remainders are operated by franchisees.

For Mc. Donald's people are its most important asset. For each position, there is a job description outlining typical duties and responsibilities and a person specification defining personal skills and competence. For recruiting hourly paid employees, Mc. Donald's uses several avenues. Positions are generally advertised in the restaurant.

The company's recruitment history shows this is the best method of hiring quality staff. The selection process includes online psychometric tests, followed by a first stage interview and an on job experience for two days. Successful completion of this will lead to a final interview.

The first stage of training is a welcome meeting that sets the company's standards and expectations. The majority of the training is floor-based or 'on the job'.

Questions:

1. Which is the most preferred method of recruitment used by Mc. Donald's and why? [5]
2. Explain any two tests as a method of selection. [5]
3. Explain the method of training most often used in Mc. Donald's. [5]

Question: X

CASE STUDY:

John works as a manager in XYZ motors. As he himself is a hard worker, John drives the workers equally and does not tolerate if targets set by him are not achieved. When he suspended a group of workers for not performing upto his expectations, the worker's union took up the matter with John's boss stating that they were not being consulted in making targets and John did not understand their problems.

Questions:

1. What are the methods which John's boss should suggest to him to resolve the problem? [5]
2. Explain any two elements of PR that John should infuse among his workers, so that they are persuaded to achieve their target? [5]
3. Explain any three management functions of P.R. that John had failed in. [5]

Explain brand loyalty and Brand Equity.

What is 'Pre approach' in personal selling process?

Explain qualified endorsement.

What is Indirect Material?

Define Public Relations.

Question IV

Give two reasons for or against each of the following:

a. 'Marketing is Creative'

b. An appropriate marketing mix is necessary to enable an enterprise to meet its goal.

c. Advertising raised prices for consumers.

d. Human Resources are heterogeneous.

e. Recruitment is a positive process.