

Name : _____
Reg. No. _____

P 1028



LOYOLA COLLEGE OF SOCIAL SCIENCES
(AUTONOMOUS)
(ESTD.1963)

Affiliated to University of Kerala
Accredited with A++ by NAAC
Sreekariyam, Thiruvananthapuram, Kerala.

**SECOND SEMESTER MA (HUMAN RESOURCE MANAGEMENT) EXAMINATION,
JULY 2025 (2024 ADMISSIONS)**

HR 524: FUNDAMENTALS OF FINANCE AND MARKETING

Time 3 hours

Max: 75 Marks

Nos.	Part A: Write Short notes on the following: Answer ANY TEN Questions in not exceeding 50 words. Each carries 2 marks	Course Outcome	Blooms Level	Marks
Q1	Define Financial Management.	CO1	Remember	2
Q2	Explain Venture Capital.	CO2	Understand	2
Q3	Define Accounting.	CO1	Remember	2
Q4	Describe Bill Discounting.	CO2	Understand	2
Q5	Discuss various positioning strategies.	CO5	Understand	2
Q6	Discuss Strategic Marketing.	CO4	Understand	2
Q7	B2B Decision Making.	CO4	Understand	2
Q8	Differentiate between advertising and publicity.	CO4	Understand	2
Q9	State two features of a good pricing strategy.	CO3	Remember	2
Q10	Explain Oligopoly.	CO3	Understand	2
Q11	Explain Market Segmentation.	CO5	Understand	2
Q12	Explain the break-even analysis with a real-life example.	CO2	Understand	2
Q13	Describe the time value of money.	CO1	Understand	2
	Part B : Answer ANY FIVE out of the EIGHT questions in not exceeding 500 words	Course Outcome	Blooms Level	Marks
Q14.	Explain the Golden Rules of Accounting.	CO1	Understand	5
Q15.	Explain the steps involved in the capital budgeting process.	CO1	Understand	5
Q16	Examine the role of marketing in a new product launch.	CO3	Analyse	5
Q17	Explain any two Capital Market instruments from each market with suitable examples.	CO2	Understand	5
Q18	Describe Employer Branding and Employee Branding.	CO3	Understand	5

Q19	Explain BCG Matrix? Describe its components.	CO4	Understand	5
Q20	Analyse the importance of pricing decisions in marketing strategy.	CO3	Analyse	5
Q21	Elucidate the elements of Service Mix.	CO5	Understand	5
	Part C: Answer ANY TWO questions out of FOUR in not exceeding 1200 words	Course Outcome	Blooms Level	Marks
Q22	“In today’s competitive market, building strong relationships with customers and partners is key to business success.” In the digital age, technology plays a key role in managing these relationships effectively. Discuss the concepts of Customer Relationship Management (CRM) and Partner Relationship Management (PRM) in the context of marketing. Explain how technology is utilized to enhance CRM and PRM practices.	CO5	Understand	15
Q23	Discuss the various sources of funds available to a business. Differentiate between long-term and short-term sources of funds, and explain their significance in financial planning.	CO2	Understand	15
Q24	Discuss the stages of the consumer buying process.	CO4	Understand	15
Q25	Explain the different sources of working capital financing.	CO1	Understand	15