

Reg. No.

(2 pages)

Name

FOURTH SEMESTER B.Sc. DEGREE EXAMINATION, APRIL/MAY 2005

(Vocational Course)

Biological Techniques and Specimen Preparation**Paper VIII—PRODUCTION AND MARKETING OF BIOLOGICAL SPECIMENS**

Time : Three Hours

Maximum : 65 Marks

I. Answer any *ten* questions. Each question carries 2 marks.

- 1 Define "Business Finance".
- 2 What is Marketing Research ?
- 3 List at least *five* places in a production process where specifications could be considered.
- 4 What is meant by quality control ?
- 5 What do you understand by accounting method ?
- 6 Is there any difference between book-keeping and accounting ?
- 7 How is sampling design done ?
- 8 Distinguish between Primary and Secondary market.
- 9 What is Marketing Research ?
- 10 Enumerate the different media of advertising.
- 11 Define Business Management.
- 12 What are the different levels of management ?
- 13 What do you mean by budget ?
- 14 What is working capital ?

(10 × 2 = 20 marks)

II. Answer any *five* questions. Each question carries 5 marks.

- 15 Describe briefly the various functions to be performed in the process of marketing.
- 16 What are the major steps of a market research process ?
- 17 Explain various sale promotion techniques which a business house may use to promote its products.
- 18 What is Accounting Cycle ?
- 19 Describe Management Accounting.
- 20 What are the features of an ideal system of accounting ?
- 21 Explain the aspects of financial planning.
- 22 What are the factors to decide the price of a product ?

(5 × 5 = 25 marks)

Turn over

III. Answer any *two* questions. Each question carries 10 marks.

- 23 Why double entry system is regarded as the best system of book-keeping ?
- 24 What factors should a company consider while planning its capital structure ?
- 25 Explain the factors determining choice of channels of distribution.
- 26 Explain the various steps involved in setting up a small scale enterprise for the production and marketing of biological specimens.

(2 × 10 = 20 marks)