

(Pages : 3)

N – 4138

Reg. No. :

Name :

First Semester B.Com. Degree Examination, June 2022

First Degree Programme Under CBCSS

Core Course II

CO 1142/CC 1142 — FUNCTIONAL APPLICATION OF MANAGEMENT

(2014 to 2017 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** or **two** sentences each. **Each** question carries **1** mark.

1. What do you mean by incentives?
2. What is marketing myopia?
3. What is production?
4. Define financial Management.
5. What is work study?
6. What is Conveyors?
7. Define controlling.
8. What is under capitalization?
9. What do you mean by induction?
10. What is product positioning?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer any **eight** questions in not exceeding a paragraph each. **Each** question carries **2** marks.

11. Explain the objectives of operations management.
12. What are 4 P's in marketing?
13. What is Penetration pricing?
14. What is BARS?
15. What do you mean by human resource planning?
16. What is Management by Objectives?
17. What is material management?
18. What is consumer behavior?
19. What is net working capital?
20. What is financial leverage?
21. Explain job description.
22. What is Human Resource Development?

(8 × 2 = 16 Marks)

SECTION – C

Answer any **six** questions in not exceeding **120** words each. **Each** question carries **4** marks.

23. Explain the importance of training.
24. Describe the stages of product life cycle.
25. What are the short term sources of finance?

26. Write a note on various determinants of working capital.
27. Discuss the classification of markets.
28. What are the objectives of material handling?
29. Explain the importance of work measurement.
30. Discuss the significance of staffing.
31. Explain the Maslow's need Hierarchy theory.

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions in not exceeding 4 pages each. **Each** question carries **15** marks.

32. Briefly discuss the role of a finance manager in a firm.
33. Describe the functions of human resource management.
34. What is pricing? Discuss its objectives and importance.
35. Explain various techniques of inventory control.

(2 × 15 = 30 Marks)
