



Reg. No. : .....

Name : .....

**First Semester B.Com. Degree Examination, January 2016**

**(First Degree Programme under CBCSS)**

**Core Course – II**

**CO 1142/CC 1142 : FUNCTIONAL APPLICATION OF MANAGEMENT**

**(Common for Commerce/Commerce with Computer Application)**

**(2014 Adm.)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **all** questions. **Each** question carries 1 mark :

1. What is management ?
2. Define administration.
3. What is Gross Working Capital ?
4. Define marketing.
5. What is investment decision ?
6. What are the components of marketing mix ?
7. What is HRM ?
8. What is job evaluation ?
9. What is product design ?
10. What is material handling ?

**(10×1=10 Marks)**

**SECTION – B**

Answer **any eight** questions. **Each** question carries 2 marks. Answer **not** to exceed **one** paragraph :

11. What are the elements of planning ?
12. Explain wealth maximisation objective of business.
13. Explain “Zero Working Capital” concept.
14. Discuss span of management.



15. Explain the factors influencing the selection of production schedule.
16. What is despatching ?
17. What are the factors affecting marketing mix ?
18. What is management development programme ?
19. What is direct marketing ?
20. Explain selection process in HRM.
21. What is delegation of authority ?
22. What are the sources of long term finance ?

(8×2=16 Marks)

## SECTION – C

Answer **any six** questions. **Each** question carries **4** marks. Answer **not** to exceed **120** words :

23. Explain the nature of financial management.
24. Examine the advantages of adequate working capital in a firm.
25. Discuss the different concepts of marketing.
26. Explain the scope of HRM.
27. Explain the despatching functions briefly.
28. What are the objectives of marketing ?
29. Give a comparison of administration and management.
30. Explain the universal principle of management suggested by Henry Fayol.
31. Compare and explain on the job training and off the job training. (6×4=24 Marks)

## SECTION – D

Answer **any two** questions. **Each** question carries **15** marks. Answer **not** to exceed **four** pages :

32. Define operations management. Discuss the scope of operations management.
33. Briefly explain the functions of management.
34. Define financial management. Explain the functions of financial management.
35. Explain the features of modern marketing. (2×15=30 Marks)

