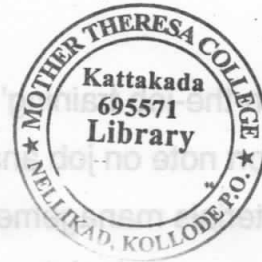




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Reg. No. : .....

Name : .....

**First Semester B.Com. Degree Examination, November 2018**  
**First Degree Programme Under CBCSS**  
**Core Course II : CO 1142**  
**FUNCTIONAL APPLICATION OF MANAGEMENT**  
**(Common for CO 1142/CC 1142)**  
**(2014 Adm. To 2017 Admn.)**

Time : 3 Hours

Max Marks : 80

**SECTION – A**

Answer **all** questions in **one** word to a maximum of **two** sentences. **Each** question carries **1** mark.

1. What is management by objectives ?
2. What do you understand by decentralization of authority ?
3. Define plant layout.
4. Give two constituents of current liabilities.
5. What is routing ?
6. Define scheduling.
7. Define marketing management.
8. What is mass marketing ?
9. What do you mean by recruitment ?
10. What is job specification ?

(10×1=10 Marks)

**SECTION – B**

Answer **any 8** questions, **not** exceeding **one** paragraph **each**. **Each** question carries **2** marks.

11. "Management is the art of getting things done". Comment.
12. Distinguish between delegation of authority and decentralisation of authority.
13. What are the objectives of finance function ?
14. What do you mean by wealth maximisation ?

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15. What is 'On-the-job training' ?
16. Write a short note on job analysis.
17. Define materials management.
18. What do you mean by internal sources of recruitment ?
19. What are the objectives of materials management ?
20. What do you mean by job description ?
21. Explain the concept of production as a process.
22. Give any two objectives of marketing management.

(8×2=16 Marks)

SECTION – C

Answer **any 6** questions, **not exceeding 120 words each**. **Each** question carries **4** marks.

23. "Management is science as well as art". Explain.
24. Enumerate the features of planning.
25. Briefly explain the stages involved in the process of control.
26. Explain the objectives of financial management.
27. What is working capital ? Explain the various factors influencing working capital.
28. Briefly explain the scope of operations management.
29. Explain different types of plans.
30. Distinguish between shares and debentures.
31. What are the advantages of external sources of recruitment ? (6×4=24 Marks)

SECTION – D

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

32. Define financial management. Discuss the scope and significance of financial management.
33. a) Discuss the importance of marketing mix.  
b) Distinguish between marketing and selling.
34. Define job evaluation. Discuss the process of job evaluation.
35. Define the term 'Training'. What are the important methods of training ?

(2×15=30 Marks)

