H - 2136

(P	ad	es		3)
	~	~~	-	~

Reg. N	10	. :	 	 	
Name	: .		 	 	

First Semester B.Com. Degree Examination, November 2019 First Degree Programme under CBCSS

Core Course II: CO 1142

FUNCTIONAL APPLICATION OF MANAGEMENT

(Common for CO 1142/CC 1142)

(2014 - 2017 Admission)

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 administration?
- 2. What is Esprit de corps?
- 3. Define the term working capital.
- 4. What are preference shares?
- 5. Define operations management.
- 6. What do you mean by routing?
- 7. What do you understand by marketing mix?
- 8. What is sales promotion?

- 9. Define Staffing.
- 10. What do you mean by recruitment?

 $(10 \times 1 = 10 \text{ Marks})$

SECTION - B

Answer any eight questions not exceeding one paragraph each. Each question carries 2 marks.

- 11. Planning bridges the gap between present and future Comment
- 12. What do you understand by span of management? What are the factors determining span of management?
- 13. What are the elements of direction?
- 14. What do you mean by delegation of authority?
- 15. Give two points of difference between shares and debentures.
- 16. What is trade credit?
- 17. What are the objects of routing?
- 18. What are the different types of Schedules?
- 19. Give a brief account on the importance of marketing mix.
- 20. Bring out the importance of selection.
- 21. What do you understand by Human Resource Management?
- 22. Define the term job evaluation.

 $(8 \times 2 = 16 \text{ Marks})$

SECTION - C

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

- 23. Explain the process of management.
- 24. "Planning is looking forward, controlling is looking back". Explain this statement
- 25. Explain the steps Involved in routing procedure.
- 26. Enumerate the objects of scheduling.
- 27. Write a short note on scope of financial management.
- 28. Is there any difference between management and administration? Explain.
- 29. Briefly explain the importance of marketing.
- 30. Explain the process of job evaluation.
- 31. Distinguish between Recruitment and Selection.

 $(6 \times 4 = 24 \text{ Marks})$

SECTION - D

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

- 32. Discuss in detail the important functions of management
- 33. What is selection? Discuss the process of Selection.
- 34. Discuss the various factors influencing working capital.
- 35. Discuss in detail the major elements of marketing mix.

 $(2 \times 15 = 30 \text{ Marks})$