



Reg. No. : .....

Name : .....

**First Semester B.Com. Degree Examination, December 2014**

**First Degree Programme under CBCS**

**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. Define Planning.
2. What is net working capital ?
3. What is selling ?
4. Define Marketing Management.
5. What is Retained Earning ?
6. What is Job Analysis ?
7. Define Recruitment.
8. What is Product Design ?
9. What is Inventory Control ?
10. What is co-ordination ?

**(10×1=10 Marks)**

**SECTION – B**

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

11. Distinguish between Administration and Management.
12. What are the principles of Direction ?



13. Explain the factors affecting production schedule.
14. What do you mean by material management ?
15. Explain the internal sources of Recruitment.
16. Discuss the role of Human Resource Manager.
17. Briefly explain dividend decision of a company.
18. Distinguish between Fixed Capital and Working Capital.
19. What are the internal sources of working capital ?
20. What do you mean by product planning ?
21. Write a note on commodity market.
22. Explain industrial goods. **(8×2=16 Marks)**

#### SECTION – C

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

23. What are the objectives of marketing ?
24. Explain the scope of Human Resource Management.
25. Explain the marketing process.
26. What are the responsibilities of Financial Manager ?
27. What are the steps in financial planning ?
28. What are the objectives of quality control ?
29. What is continuous flow processes ? What are its features ?
30. Explain the external sources of recruitment.
31. Explain management by objectives. **(6×4=24 Marks)**



SECTION – D

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

- 32. What do you mean by employees compensation ? Explain the main methods of compensation.
- 33. Explain the scope of marketing.
- 34. Define financial management. Discuss the scope of financial management.
- 35. Define operations management. Explain the objectives of operations management.

**(2x15=30 Marks)**

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