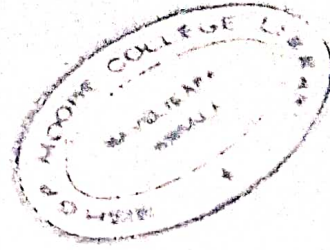


(Pages : 3)



L – 3709

Reg. No. :

Name :

First Semester B.Com. Degree Examination, August 2021.

First Degree Programme under CBCSS

Core Course – II

CC 1142/CO 1142 – FUNCTIONAL APPLICATION OF MANAGEMENT

(2015 – 17 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions/ problems in **one or two** sentences.

1. What is net working capital?
2. Who are supervisors?
3. What is meant by reward in HRM?
4. Define scheduling.
5. What is cost plus pricing?
6. What is direct marketing?
7. Define financial management.
8. What are convenience products?
9. Distinguish between management and administration.
10. Define recruitment.

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer **any eight** questions/problems not exceeding a paragraph.

11. What do you mean by plant lay out?
12. What do you mean by Scalar Chain?
13. What do you mean by modern concept of marketing?
14. What do you mean by employees compensation?
15. Name the different short term sources of finance. .
16. State the functions of management.
17. What is physical distribution?
18. What is meant by personal selling?
19. Mention the stages in product life cycle.
20. Write a note on safety in operations management.
21. Outline the meaning of Human Resource Planning.
22. List out the major decisions taken under the finance function.

(8 × 2 = 16 Marks)

SECTION – C

Short essay type questions/problems: Answer **any six** questions

23. Explain job evaluation.
24. Briefly explain the objectives of financial management.
25. Explain the steps involved in planning process.

26. Discuss the functions of marketing.
27. Briefly explain different methods of on the job training.
28. Explain the pricing strategy of new products.
29. Describe the scope of operations management.
30. How job specification differs from job description?
31. Explain the different types of production system.

(6 × 4 = 24 Marks)

SECTION – D

Long essay type questions/problems: Answer **any two** questions.

32. What is working capital? Explain the factors affecting working capital.
33. Define marketing mix? Briefly describe the elements of marketing mix.
34. What is material management? Explain the functions of material management.
35. What is meant by performance appraisal? Explain the methods adopted for performance appraisal.

(2 × 15 = 30 Marks)