

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 ?



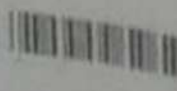
(10×1=10Marks)

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.

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- 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 ?

(8x2=16 Mark

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. (6x4=24 Mar

SECTION – D

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

- 2. Define operations management. Discuss the scope of operations management.
- 3. Briefly explain the functions of management.
- 4. Define financial management. Explain the functions of financial management.
- 5. Explain the features of integrated marketing

(2x15=30 Mar