



Reg. No. : .....

Name : .....

**First Semester B.Com. Degree Examination, December 2016**

**First Degree Programme under CBCSS**

**Core Course II : CO 1142**

**FUNCTIONAL APPLICATION OF MANAGEMENT**

**(Common for CO 1142/CC 1142)**

**(2014 Admn. Onwards)**

Time : 3 Hours

Total 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 motivation ?
3. What is *Esprit de corps* ?
4. Define financial management.
5. Name two constituents of current liabilities.
6. What is routing ?
7. Define materials control.
8. What is a product ?
9. What do you mean by recruitment ?
10. Define the term 'Training'.

**(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. Explain the process of management.
13. "Planning is looking forward, controlling is looking back". Elucidate this statement.
14. What do you mean by decentralisation of authority ?

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15. Explain briefly the concept of working capital.
16. Mention any two major sources of term leading in India.
17. What are the objectives of finance function ?
18. Enumerate the objectives of materials management.
19. Give any two objectives of marketing management.
20. What do you mean by promotion in terms of marketing management ?
21. What is job specification ?
22. Define job analysis.

(8×2=16 Marks)

## SECTION – C

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

23. Explain the various factors influencing working capital.
24. Name the various kinds of working capital.
25. Briefly explain the scope of operations management.
26. Define marketing. Discuss the scope of marketing.
27. Discuss the significance of marketing mix.
28. What are the objectives of job evaluation ?
29. Enumerate the steps involved in job analysis.
30. What are the important methods of training ?
31. Define selection. Explain the process of selection.

(6×4=24 Marks)

## SECTION – D

Answer **any two** questions. **Each** carries **15** marks.

32. Discuss the general principles of management enunciated by Henri Fayol.
33. Discuss the scope and significance of financial management.
34. Discuss the features of marketing concept.
35. a) Distinguish between Recruitment and selection.  
b) Discuss the importance of training.

(2×15=30 Marks)