



Reg. No. :

Name :

First Semester B.Com. Degree Examination, February 2018

First Degree Programme Under CBCSS

Core Course – II : CO 1142

FUNCTIONAL APPLICATION OF MANAGEMENT

(Common for CO 1142/CC 1142)

(2014 Adm. Onwards)

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. Define management.
2. What is planning ?
3. What is meant by staffing ?
4. What is financial management ?
5. What is trade credit ?
6. What is materials management ?
7. What do you understand by dispatching ?
8. What is plant layout ?
9. Define job analysis.
10. What do you mean by job description ? **(10×1=10 Marks)**

SECTION – B

Answer **any 8** 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 mean by delegation of authority ?
13. What are the objectives of finance function ?

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14. Name two constituents of current assets.
15. What do you understand by working capital ?
16. What is production planning ?
17. Explain the concept of production as a process.
18. Define marketing management.
19. What do you mean by marketing mix ?
20. What do you mean by rural marketing ?
21. Name any two types of information provided by job analysis.
22. What do you mean by internal sources of recruitment ?

(8×2=16 Marks)

SECTION - C

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

23. Is there any difference between management and administration ? Explain.
24. Explain the stages involved in process of control.
25. What are the different sources of short term finance ?
26. Write a short note on the scope of operations management.
27. What are the objectives of materials management ?
28. Differentiate marketing from selling.
29. Explain the importance of marketing mix.
30. Define selection. Explain the process of selection.
31. Define the term job evaluation. Explain the process of job evaluation.

(6×4=24 Marks)

SECTION - D

Answer **any 2** questions. **Each** carries **15** marks.

32. Discuss the important functions of management.
33. Discuss in detail the major elements of marketing mix.
34. What do you understand by Human Resource Management ? What are its objectives ?
35. Discuss the different methods of job analysis.

(2×15=30 Marks)