M – 3644

Reg. No. : ....

Name : ....

First Semester B.Com. Degree Examination, February 2022

First Degree Programme under CSS

SDE

Core Course – II

CO 1142 — FUNCTIONAL APPLICATION OF MANAGEMENT

(2017 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions. **Each** question carries **1** mark.

1. Define marketing.
2. Define financial management.
3. What do you mean by shopping goods?
4. Define scheduling.
5. What is product line?
6. Define leadership.
7. Define dispatching.
8. What is "Esprit De Corps"?
9. What do you mean by span of control?
10. What is scalar chain?

(10 × 1 = 10 Marks)

SECTION – B

Answer any **eight** questions.. **Each** question carries **2** marks.

11. What do you mean by ploughing back of profits?

12. What is job description?

13. Explain the concept marketing mix.

14. Explain penetration price policy.

15. What is a brand? What are its types?

16. What do you mean by financing decision?

17. Define working capital. What are its types?

18. What is decentralization of Authority?

19. Explain various types of Authority.

20. What are the objectives of marketing?

21. Distinguish between authority and power.

22. What is brand equity?

(8 × 2 = 16 Marks)

SECTION – C

Answer any **six** questions. **Each** question carries **4** marks.

23. What are the criticisms against scientific management?

24. Explain important short form sources of finance.

25. Explain the merits of centralised purchasing.

26. Enumerate the objectives of job analysis.

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27. Why management is treated as an art?

28. Explain various steps in controlling function.

29. What are the functions of retailers?

30. Explain the objectives of financial management.

31. Explain important internal sources of recruitment.

(6 × 4 = 24 Marks)

SECTION – D

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

32. Discuss the nature and scope of management. Is management a profession or process or both?

33. Explain various long term sources of business finance.

34. Describe selection procedure.

35. Define training. Explain various methods of training.

(2 × 15 = 30 Marks)

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