

Reg. No. :

Name :

First Semester B.Com. Degree Examination, November 2019

First Degree Programme under CBCSS

Core Course II : CO 1142

FUNCTIONAL APPLICATION OF MANAGEMENT

(Common for CO 1142/CC 1142)

(2014 - 2017 Admission)

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. What is administration?
2. What is *Esprit de corps*?
3. Define the term working capital.
4. What are preference shares?
5. Define operations management.
6. What do you mean by routing?
7. What do you understand by marketing mix?
8. What is sales promotion?

9. Define Staffing.
10. What do you mean by recruitment?

(10 × 1 = 10 Marks)

SECTION – B

Answer any **eight** 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 understand by span of management? What are the factors determining span of management?
13. What are the elements of direction?
14. What do you mean by delegation of authority?
15. Give two points of difference between shares and debentures.
16. What is trade credit?
17. What are the objects of routing?
18. What are the different types of Schedules?
19. Give a brief account on the importance of marketing mix.
20. Bring out the importance of selection.
21. What do you understand by Human Resource Management?
22. Define the term job evaluation.

(8 × 2 = 16 Marks)

SECTION – C

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

23. Explain the process of management.
24. "Planning is looking forward, controlling is looking back". Explain this statement
25. Explain the steps involved in routing procedure.
26. Enumerate the objects of scheduling.
27. Write a short note on scope of financial management.
28. Is there any difference between management and administration? Explain.
29. Briefly explain the importance of marketing.
30. Explain the process of job evaluation.
31. Distinguish between Recruitment and Selection.

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions, not exceeding **4** pages each. **Each** question carries **15** marks.

32. Discuss in detail the important functions of management
33. What is selection? Discuss the process of Selection.
34. Discuss the various factors influencing working capital.
35. Discuss in detail the major elements of marketing mix.

(2 × 15 = 30 Marks)