

MODEL QUESTION
First Semester B.Com Degree Examination (SDE)
CO 1142: FUNCTIONAL APPLICATION OF MANAGEMENT

Time: 3 Hours

Max. Marks: 80

SECTION-A

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

1. What is meant by functional management?
2. What is meant by finance?
3. What is routing?
4. What is job specification?
5. What is HRP?
6. What is EOQ?
7. What is overdraft?
8. What is motivation?
9. What is marketing?
10. What is gross concept of working capital?

(10x1=10 marks)

SECTION-B

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

Each answer not to exceed one paragraph

11. Distinguish between management administration.
12. Write a note on marketing mix.
13. What are safety considerations?
14. Distinguish between job analysis and job evaluation.
15. Distinguish between fixed working capital variable working capital.
16. Distinguish between training and development.
17. Write a note on inventory management.
18. What are the sources of recruitment?
19. What is production function?
20. Differentiate between recruitment and selection.
21. Differentiate between marketing and selling.
22. Name the different methods of training.

(8x2=16 marks)

SECTION-C

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

Each answer not to exceed 120 words

23. Discuss the difference sources of long term finance.
24. Discuss the core functions of finance.
25. Discuss the different methods of wage payment.
26. Explain the major problems of marketing in India.
28. Discuss the various levels of management.
29. Discuss the scope of HRM.
30. What are the determinants of working capital?
31. Discuss the major functions of management.

(6x4=24 marks)

SECTION-D

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

Each answer not to exceed four pages

32. "Wealth maximization objective of financial management is considered superior to profit maximization"-Discuss.
33. What is marketing management? Discuss the significance of marketing management today.
34. What is management? Discuss the principles of modern management.
35. What is operations management? Discuss the scope of operations management.

(2x15=30 marks)