



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

First Semester B.Com. Degree Examination, November 2016

First Degree Programme under CBCSS

Core Course: Commerce – II

AUCO142: Functional Application of Management

(Common for **Regular** – 2016 Admn. and **Improvement** – 2015 Admn.)

Time: **3** Hours

Max. Marks: **80**

SECTION – A

*Answer **ALL** questions in one or two sentences.*

1. What do you mean by co – ordination ?
2. What is actuating ?
3. What are debentures ?
4. What is ICICI ?
5. What is scheduling ?
6. What is VMO ?
7. What is market information ?
8. Define HRD
9. What is CAD ?
10. What is induction ?

(10 × 1 = 10 Marks)

SECTION – B

*Answer any **EIGHT** questions, each in a short paragraph not exceeding 50 words.*

11. Who is known as father of management thought ? Why ?
12. What are the objectives of UTI ?
13. What is ABC analysis ?

P.T.O.

14. Management is an inexact science – comment.
15. What are the steps in organizing ?
16. What are the decisions involved in modern concept of finance function ?
17. What is global warming ?
18. Distinguish between selling and marketing.
19. What do you mean by capital structure ?
20. What is job description ?
21. What is recruitment ?
22. What are the forms of lending by commercial banks ?

(8 × 2 = 16 Marks)

SECTION – C

Answer any SIX questions, each in a paragraph not exceeding 120 words.

23. What is a label ? What are its functions ?
24. What are the objectives of financial management ?
25. Explain the functions of HRM.
26. What is Trading on equity ? How does it work ?
27. What are the components of marketing mix ?
28. List six problems found in marketing in India.
29. What are the objectives of plant lay out ?
30. What is PIS ? What are its components ?
31. Briefly explain various types of Training.

(6 × 4 = 24 Marks)

SECTION – D

Answer any TWO questions, not exceeding four pages.

32. What do you mean by working capital ? What are the factors determining the amount of working capital of a firm ?
33. What is inventory control ? What are the tools available for inventory control ?
34. Explain the new trends in marketing.
35. What is decision making ? What are the steps in decision making ?

(2 × 15 = 30 Marks)

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