



**MAR IVANIOS COLLEGE (AUTONOMOUS)**  
**THIRUVANANTHAPURAM**

Reg. No. :.....

Name :.....

**First Semester B.Com. Degree Examination, November 2014**

**First Degree Programme under CBCSS**

**Core Course: Commerce – II**

**AUCO142: Functional Application of Management**

Time: 3 Hours

Max. Marks: 80

**SECTION – A**

*Answer ALL questions each in a word or in a sentence.*

1. What do you mean by factoring ?
2. Some organisations are in need of seasonal working capital. Why ?
3. What is job description ?
4. What do you mean by vestibule training ?
5. What is micro marketing ?
6. What do you know about product line pricing ?
7. What do you mean by green marketing ?
8. What is FSN analysis ?
9. What is coordination ?
10. Define controlling.

(10 x 1 = 10 Marks)

**SECTION – B**

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

11. Explain the rationale behind depicting working capital as revolving capital.
12. How is job specification differs from job description ?
13. What are the sources from where seasonal working capital of an enterprise is met ?
14. In what way marketing differ from sales ?
15. What is production scheduling ? For what purpose it is done ?
16. What are the features of a good employee compensation plan ?

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17. Explain value analysis and value engineering ?
18. Point out any four advantages enjoyed by an organisation having sufficient working capital.
19. Explain the purchase cycle of a manufacturing organisation.
20. Explain any three forms of organisation structures ?
21. Explain the differences between recruitment and placement.
22. Explain any four product promotion tools adopted by modern organisations.

**(8 x 2 = 16 Marks)**

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

- ## SECTION – D

32. Illustrate the concepts, 'Profit Maximisation' and 'Wealth Maximisation' with suitable examples. Why wealth maximisation is considered superior than profit maximization ?
33. If you are the HR manager of a company, what procedure should be adopted in the employee selection process ?
34. Explain the concept of Marketing Mix with suitable examples.
35. Explain management as a process.

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