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MAR IVANIOS COLLEGE (AUTONOMOUS) **THIRUVANANTHAPURAM**

Reg. No. :	Name :
First Semester B.Com. Degre	ee Examination, November 2014
First Degree Progr	ramme under CBCSS
Core Courses	: Commerce – II
AUCO142: Functional A	Application of Management
Time: 3 Hours	Max. Marks: 80
SECT	YON – A

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

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

 $(10 \times 1 = 10 \text{ Marks})$

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?
- What is production scheduling? For what purpose it is done? 15.
- 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.

 $(8 \times 2 = 16 \text{ Marks})$

SECTION - C

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

- 23. If you are the finance manager of a big sized manufacturing company, what all factors will you consider while selecting a source of working capital?
- 24. Why do you think that HRM is an important functional area of management?
- 25. Explain the inventory control techniques applied by manufacturing organisations.
- 26. What are the causes and consequences of watered working capital?
- 27. What are planning premises? Explain any three.
- 28. What are the features of a good organisation structure?
- 29. Briefly explain various training methods adopted by modern organisations.
- 30. What are the uses of job analysis?
- 31. Discuss the factors considered while fixing price of products / services.

 $(6 \times 4 = 24 \text{ Marks})$

SECTION – D

Answer any **TWO** questions, not exceeding four pages.

- 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.

 $(2 \times 15 = 30 \text{ Marks})$