



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

First Semester B.Com. Degree Examination, November 2015

First Degree Programme under CBCSS

Core Course: Commerce – II

AUCO142: Functional Application of Management

(for 2015 Admissions Only)

Time: 3 Hours

Max. Marks: 80

SECTION – A

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

1. What is meant by Job Specification ?
2. What is meant by manpower planning ?
3. What is Organization structure ?
4. What are Planning Premises ?
5. What is meant by Marketing Myopia ?
6. What is meant by Brand Rejuvenation ?
7. What are Sweat Equity Shares ?
8. What is Permanent Working Capital ?
9. What is routing ?
10. What is Production management ?

(10 × 1 = 10 Marks)

SECTION – B

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

11. What is EOQ ?
12. What is meant by the Operating Cycle concept of Working capital ?
13. Differentiate between internal and external sources of recruitment.
14. Give any two differences between top level and lower level management ?

P.T.O.

