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Name :....



# MAR IVANIOS COLLEGE (AUTONOMOUS) THIRUVANANTHAPURAM

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?

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- 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?

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

#### 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?

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- 15. Explain the objectives of personnel development?
- 16. What is Job Enlargement?
- 17. What are the objectives of pricing a product?
- 18. What is material management? Explain any two objectives of materials management?
- 19. Explain any two roles of finance manager?
- 20. What is SCM?
- 21. What is a depository receipt?
- 22. Differentiate between Selling and Marketing.

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

## SECTION - C

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

- 23. "Organization is an important step to achieve organizational objectives." Explain.
- 24. What is recruitment? What are the factors affecting recruitment?
- 25. Explain the motives for holding cash?
- 26. Explain JIT?
- 27. What is a distribution channel? Explain their roles and importance?
- 28. Define Marketing Mix. Explain its features?
- 29. Distinguish between training and development?
- 30. Explain the contents of Job Descriptions?
- 31. Mention the scope of operations management.

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

## SECTION – D

Answer any TWO questions, not exceeding four pages.

- 32. Define Training. Explain the different types of training?
- 33. What is meant by pricing decisions in marketing mix? Explain pricing policies and strategies?
- 34. Define Financial Management. Explain briefly the scope and objectives of Financial Management?
- 35. Explain the factors affecting working capital?

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