

(Pages : 3)

H- 1670

Reg. No. :

Name :

Third Semester B.Com. Degree Examination, October 2019

Career Related First Degree Programme Under CBCSS

Core Course III : CX 1341/HM 1341/TT 1341

FUNCTIONAL APPLICATIONS OF MANAGEMENT

(Common for Commerce and Tax Procedure and Practice/ Commerce and Hotel management and Catering/Commerce and Tourism and Travel management)

(2014 to 2017 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer all questions in one or two sentences each. Each question carries 1 mark.

1. Explain the contributions of Henry Fayol.
2. What is job design?
3. Distinguish between consumer marketing and industrial marketing.
4. Define marketing strategy.
5. Define recruitment.
6. List out the functions of management.
7. What do you mean financial management?
8. What is working capital?
9. What is mean by material management?
10. What is scheduling?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer **any eight** questions in not exceeding one paragraph each. Each question carries **2** marks.

11. Define management and functions of managers.
12. Discuss in detail the selection process.
13. What is meant by scientific management?
14. What is QC?
15. Give the meaning of safety.
16. Write a short note of sources of finance.
17. What is e-marketing?
18. What is product line?
19. What do you mean by Integrated Marketing Communications (IMC).
20. What is branding?
21. What is operation management?
22. Write a note on working capital cycle.

(8 × 2 = 16 Marks)

SECTION – C

Answer **any six** questions in not exceeding 120 words each. Each question carries **4** marks.

23. Write a note on advertising challenges in globalization era.
24. Describe various types of Organizational Communication.

25. Determine the factors that influence a pricing decision.
26. What are the steps involved in the new product development?
27. Why quality of work life is important?
28. State the objective of scheduling.
29. Briefly explain the Maslow's need hierarchy theory.
30. What are the main functions and scopes of production planning?
31. What are the duties performed by purchasing department?

(6 × 4 = 24 Marks)

SECTION – D

Answer **any two** questions in not exceeding 4 pages each. Each question carries **15** marks.

32. Explain the three leadership styles.
33. Describe the difference method of performance appraisal.
34. What is promotion? Explain its types and different types of promotional techniques.
35. What are the future Challenges before managers?

(2 × 15 = 30 Marks)