



K21U 3441

Reg. No. :

Name :



**II Semester B.Com. Degree (CBCSS – OBE-Reg./Sup./Imp.)
Examination, April 2021
(2019 Admission Onwards)
Core Course
2B02COM : FUNCTIONAL APPLICATIONS OF MANAGEMENT**

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer **any six** questions in **one** or **two** sentences. **Each** question carries **1** mark :

1. What is meant by job description ?
2. What do you mean by marketing mix ?
3. What do you mean by recruitment ?
4. What do you mean by finance ?
5. What is brand equity ?
6. Define human resource management.
7. What is target marketing ?
8. What is over capitalization ?

(6×1=6)

SECTION – B

Answer **any six** questions in **not** exceeding **one** page. **Each** question carries **3** marks :

9. What are the objectives of financial management ?
10. Briefly explain the functions of marketing.
11. Explain the importance of training.

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12. What are the long term sources of finance ?
13. What are qualities required for an HR manager ?
14. What are the patterns of market segmentation ?
15. Describe the stages of product life cycle.
16. What do you mean by job analysis ?

(6×3=18)

SECTION – C

Answer **any two** questions in **not** exceeding **three** pages. **Each** question carries **8** marks :

17. Briefly explain the various steps involved in the selection procedure.
18. What are the factors influencing capital structure ?
19. Explain the following concepts in marketing :
 - a) Social marketing.
 - b) Relationship marketing.
 - c) Direct marketing.
 - d) Digital marketing.

(2×8=16)