K22U 1244

Reg. No. : ....

Name : ....

II Semester B.Com. Degree (C.B.C.S.S. – O.B.E. – Regular/
Supplementary/Improvement) Examination, April 2022
(2019 Admission Onwards)
Core Course
2B02COM : FUNCTIONAL APPLICATIONS OF MANAGEMENT

Time : 3 Hours   Max. Marks : 40

PART – A

Answer **any six** questions from the following. **Each** question carries **1** mark.

1. What is meant by 'on-the-job training' ?

2. What are the 7 P's of marketing ?

3. What is job analysis ?

4. Make a short note on the societal marketing concept of marketing.

5. What is meant by relationship marketing ?

6. What is HR Policy ?

7. Make a short note on 'Performance Appraisal'.

8. What is meant by Human Resource Management ?   (6×1=6)

PART – B

Answer **any six** questions from the following. **Each** question carries **3** marks.

9. Differentiate between permanent working capital and fluctuating working capital.

10. What are the objectives of HRM ?

11. List out different factors that affect capital structure decisions of corporate entities.

P.T.O.

12. Make a short note on different methods used for forecasting demand for human resources.

13. "Consumer products differ in the ways consumers buy them and therefore, how they are marketed". What is meant by consumer product ? Explain the different types of consumer products.

14. Briefly explain the emerging roles of financial managers in the Indian context.

15. Make a note on 'Recruitment Process'.

16. Give an overview on the scope of financial management.   (6×3=18)

PART – C

Answer **any two** questions from the following. **Each** question carries 8 marks.

17. What is product life cycle ? Discuss various market strategies to be used by marketing organizations in each of the stages in the life cycle.

18. "Marketing is the most dynamic field of management, and it always causes to evolve new methods and techniques for reaching target audience". Elaborate some of the recent trends in marketing of goods and services.

19. Elaborate different methods used for performance appraisal in human resource management.   (2×8=16)

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