K24U 1688 THICO 11. Explain the marketing strategies for m KANNUR DT. 12. What are the main functions of Hum Second Semester B.Com./B.Com.(Logistics) Degree (CBCSS - OBE - ONE Regular/Supplementary/Improvement) Examination, April 2024 (2019 Admission Onwards) Core Course 15 What is Promotion 2B02COM: FUNCTIONAL APPLICATIONS OF MANAGEMENT

16. What are the benefits of Training Time: 3 Hours

SECTION - A

Answer any six questions in one or two sentences. Each question carries 1 mark, www.

What is Financial Management?

ach question carries

- 2. What is Target Marketing ?// What are the duties and functions of small services and functions of small services.
- 3. Explain the concept of brand.
- 4. What is E-Commerce ?
- 5. What is relationship marketing?
- 6. State the importance of Human Resource Planning.
- 7. What is Job Specification?
- 8. What are the benefits of Performance Appraisal?

 $(6 \times 1 = 6)$

Max. Marks: 40

Answer any two questions in

6. Explain the stages of Product Life Cycle

8 marks

SECTION - B

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

- 9. What do you mean by Overcapitalisation?
- State the significance of market segmentation.

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- 11. Explain the marketing strategies for Product Positioning.
- 12. What are the main functions of Human Resource Management?
- 13. Explain the main Sources of Recruitment. S. M. M. S. M. M. S. M. M. S. M.
- 14. What are the methods of performance appraisal system?
- 15. What is Promotion?

Max Marks: 40

16. What are the benefits of Training?

CORE COURSE ? noitomor

(6×3=18)

SECTION - C

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

- 17. Write a note on source of Finance.
- 18. Explain the stages of Product Life Cycle.
- 19. What are the duties and functions of Human Resource Manager ? M 100 (2×8=16) V S
 - 3. Explain the concept of brand.

1. What is Financial Management?

- What is E-Commerce ?
- 5. What is relationship market?
- 6. State the importance of Hurt
- 7. What is Job Specification?

8. What are the benefits of Performance Appraisal?

Answer any six questions in one (* mo veniery)

SECTION - B

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

- 9. What do you mean by Overcapitalisation ?
- 10. State the significance of market segmentation.

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K23U 1944

Reg. No.:....

Name : Il Semester B.Com. Degree (CBCSS - OBE - Regular/Supplementary/ Improvement) Examination, April 2023

(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 financial management?
- What is target marketing?
- 3. What is product positioning?
- 4. Define marketing.
- What is relationship marketing?
- 6. What is brand equity?
- 7. What is performance appraisal?
- 8. What is training?

 $(6 \times 1 = 6)$

SECTION - B

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

- 9. What are the factors determining capital structure?
- 10. Explain the bases of market segmentation.
- 11. Explain the functions of marketing.
- 12. Explain the concept of modern marketing.

P.T.O.

K23U 1944

- 13. What are the functions of HRM?
- 14. What are the external sources of recruitment?
- 15. What is HR planning?
- 16. Write a note on placement and induction.

 $(6 \times 3 = 18)$

SECTION - C

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

- 17. Write a note on methods of performance appraisal.
- 18. Write a note on sources of finance.
- 19. Write a note on social media marketing.

(2×8=16)

| Reg. No. | : |
|----------|---|
| Name : | |



K22U 1244

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?
- 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?

 $(6 \times 1 = 6)$

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.

K22U 1244



- 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.

 $(6 \times 3 = 18)$

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.
- Elaborate different methods used for performance appraisal in human resource management. (2x8=16)



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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?

 $(6 \times 1 = 6)$

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18. What are the factors influencing capita

Explain the following concepts in man

a) coolal marketing.

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.

P.T.O.

K21U 3441



- 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?

 $(6 \times 3 = 18)$

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. Answer any six questions in
- 18. What are the factors influencing capital structure?
- 19. Explain the following concepts in marketing:

 - b) Relationship marketing.
 - c) Direct marketing.
 - d) Digital marketing.

(2×8=16)

11. Explain the importance of training:



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Il Semester B.Com. Degree CBCSS (OBE) Regular Examination, April 2020 (2019 Admission) Core Course

2 B02 COM: 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 direct marketing?
- 2. What do you mean by PLC?
- 3. What do you mean by human resources planning?
- 4. Define marketing.
- 5. What is meant by product positioning?
- 6. What is brand equity?
- 7. Explain the term under capitalization.
- 8. What do you mean by performance appraisal?

 $(6 \times 1 = 6)$

SECTION - B

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

- 9. Explain different stages in product life cycle.
- 10. Briefly describe the factors determining capital structure.

K20U 0441

- 11. What are the problems in performance appraisal?
- 12. Describe the importance of training.
- 13. What do you mean by relationship marketing?
- 14. What are the sources of recruitment?
- 15. What are the short term sources of finance?
- 16. Describe the concept of market segmentation.

 $(6 \times 3 = 18)$

SECTION - C

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

- What do you mean by marketing mix? Enumerate the various elements of marketing mix.
- 18. Describe the methods of performance appraisal.
- What is financial management? Explain the scope of financial management.

 $(2 \times 8 = 16)$