



K23U 1944

Reg. No. : .....

Name : .....

**II 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 ?
2. What is target marketing ?
3. What is product positioning ?
4. Define marketing.
5. What is relationship marketing ?
6. What is brand equity ?
7. What is performance appraisal ?
8. What is training ?

**(6×1=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.

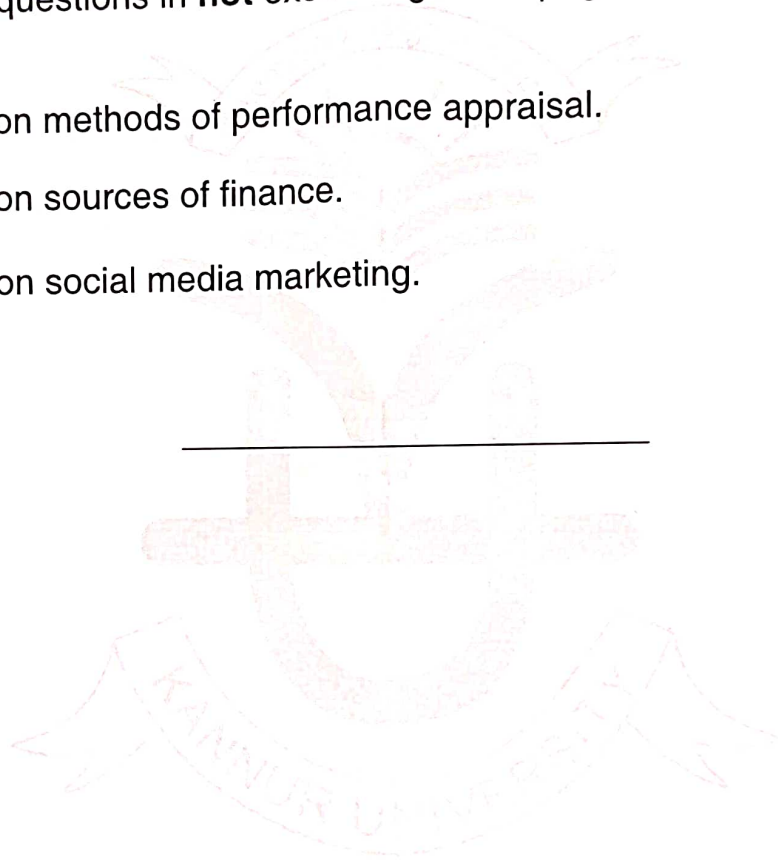
**(6×3=18)**

**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)**



K22U 1244

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**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.

K22U 1244



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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**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 ?
0. Briefly explain the functions of marketing.
1. 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 ?

(6×3=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)

(6×3=18)

SECTION – B

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

1. What are the objectives of financial management ?

2. Explain the functions of marketing.

3. Explain the importance of training.

R.T.O.