



**K20U 0441**

Reg. No. : .....

Name : .....

**II 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 ?

**(6×1=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.

P.T.O.

**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.

**(6×3=18)**

### SECTION – C

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

17. What do you mean by marketing mix ? Enumerate the various elements of marketing mix.

18. Describe the methods of performance appraisal.

19. What is financial management ? Explain the scope of financial management.

**(2×8=16)**

---