



**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)**

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