



**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.

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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)**

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