

Reg. No. : .....

Name : .....

**Fifth Semester B.B.A. Degree Examination, December 2019**

**Career Related First Degree Programme Under CBCSS**

**Open Course : BM 1551.2 : FUNCTIONAL MANAGEMENT**

**(2017 Admission)**

Time : 3 Hours

Max. Marks : 80

**SECTION– A**

Answer **all** questions. Each question carries **1** marks.

1. Define management as a process.
2. List the major functions of management.
3. Give the meaning of plant in production management.
4. What is Marketing Management?
5. Bring out the ultimate aim of Societal Marketing Concept.
6. Name the basic elements of marketing mix.
7. What is meant by Human Resource Management?
8. Identify the internal sources of recruitment.
9. Define financial management.
10. Define working capital.

**(10 × 1 = 10 Mar**

## SECTION – B

Answer **any eight** questions. Each question carried **2** marks.

11. Spell out the functional application areas of business.
12. "Planning is pervasive." Comment.
13. Why Quality Management is important?
14. Identify the major factors affecting plant lay out.
15. Provide the main objectives of marketing management.
16. Write down the functions of Packaging.
17. Highlight the nature of Human Resource Management.
18. Point out the types of non-monetary incentives.
19. Specify the external considerations affecting dividend decisions.
20. Explain the term permanent working capital.
21. "Investment decisions are influenced by many elements." Discuss.
22. Define any two functions of management.

**(8 × 2 = 16 Marks)**

## SECTION – C

Answer **any six** short essays not exceeding 120 words. Each question carries **4** marks.

23. Elucidate the methods of wage payment.
24. Differentiate grading and branding.
25. Discuss the objectives of production planning.

26. What is Product Standardization? Mention its merits and uses.
27. Briefly explain the importance of transportation in marketing.
28. Outline the various qualities of a HR Manager.
29. Why wealth maximization is superior to profit maximization in today's context? Justify your answer.
30. Distinguish between recruitment and selection.
31. "Scope of financial management is very wide". Discuss.

**(6 × 4 = 24 Marks)**

#### SECTION – D

Answer **any two** question. Each question carries **15** marks.

32. Describe the functions of Human Resource Management.
33. Make a detailed note on different functions of modern marketing.
34. Give a detailed account of incentives and classification of incentives.
35. Explain the methods of inventory management.

**(2 × 15 = 30 Marks)**



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Career Related First Degree Programme under CBCSS  
Open Course : BM 1551.2 : FUNCTIONAL MANAGEMENT  
(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **all** questions. **Each** question carries **one** mark.

1. Define marketing.
2. What is Coordination ?
3. What is Gross Working Capital ?
4. What is Motivation ?
5. Define Recruitment.
6. What is Capital Structure ?
7. What is Planning Premises ?
8. What is Job analysis ?
9. What is NPV ?
10. Define staffing.

(10×1=10 Marks)

**SECTION – B**

Answer **any eight** questions (**Not** to exceed **one** paragraph **each**). **Each** question carries **2** marks.

11. What is Manpower Planning ?
12. What is interim dividend ?



13. What is PERT ?
14. What is Wealth Maximization ?
15. What is Production planning ?
16. What is Packaging ?
17. What are the principles of plant layout ?
18. What is capital budgeting ?
19. What is motion study ?
20. What are the elements of Marketing mix ?
21. Define Internal Rate of Return.
22. What is Span of control ?

(8×2=16 Marks)

SECTION – C

Answer **any six** questions (**Not** exceeding 120 words). **Each** question carries 4 marks.

23. What are the benefits of an efficient physical distribution system ?
24. 'Coordination is the essence of management' – Do you agree ?
25. What is ABC analysis ?
26. Distinguish between marketing and selling.
27. Explain the stages involved in new product development.
28. What do you mean by 'trading on equity' ?
29. Discuss the recent trends in production and operations management.
30. Distinguish between operating leverage and financial leverage.
31. Distinguish between training and development.

(6×4=24 Mark)



SECTION – D

Answer **any two** questions (**Not** exceeding **four** pages). **Each** question carries **15** marks.

32. What is working capital ? What are the different factors which influences the working capital requirements of an organization ?
  33. Explain briefly about the principles of management evolved by Henry Fayol.
  34. Explain briefly about the major activities involved in the physical distribution of goods.
  35. Explain the factors to be considered while selecting the location for a new plant. (2×15=30 Marks)
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