

III/COM (viii)

2014
(3rd Semester)

COMMERCE

Paper No. : BC-308

(Functional Areas of Business)

Full Marks : 75

Time : 3 hours

(PART : B—DESCRIPTIVE)

(Marks : 50)

*The figures in the margin indicate full marks
for the questions*

1. Explain the basic stages of production
planning and control. 10

OR

2. What are the factors affecting plant location? 10

3. Write a note on marketing research and
pricing. 5+5

OR

4. Explain the scope of marketing management. 10

G15—500/51a

(Turn Over)

(2)

5. Enumerate the stages of selection procedure.
What is recruitment? 8+2

OR

6. Enumerate the various methods of
management development. 10

7. What is production management? Explain the
activities of production management. 3+7

OR

8. Discuss the financial decisions to be taken by
a finance manager. 10

9. Explain the objectives of financial
management. 10

OR

10. What is capital structure? Discuss the factors
affecting capital structure. 3+7

OR

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COMMERCE

Paper No. : BC-308

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(PART : A—OBJECTIVE)

(Marks : 25)

The figures in the margin indicate full marks for the questions

SECTION—A

(Marks : 10)

1. Fill in the blanks : 1×5=5

(a) In layout,
machines and equipment of the same functional
type are grouped together.

(b) is a legal term.
It refers to a brand which is registered with the
government.

(2)

(c) Transfer and promotion are

..... sources of recruitment.

(d) may be expressed as a process by which the management ensures the right number and the right type of people.

(e) In present days, corporation finance is also known as financial management and

..... finance.

2. Indicate True (T) or False (F) by putting a Tick (✓) mark in the brackets provided : 1×5=5

(a) Market penetration involves expansion of sales of existing products in existing markets.

(T / F)

(b) The depth of the product mix refers to how many different product lines are found within the company.

(T / F)

(3)

- (c) The requirements of a job are termed as job description and the qualities demanded from a jobholder are termed as job specification.

(T / F)

- (d) Promotion does not involve placement of an employee to a position having higher pay or increased responsibilities.

(T / F)

- (e) Job production involves the procedure of manufacturing a product according to a specific customer order.

(T / F)

(4)

SECTION—B

(Marks : 15)

3. Write short notes on the following :

3×5=15

(a) Product design

(5)

- (b) Attributes of product quality derived from a good product design

(6)

(c) Vestibule training

(7)

(d) Pricing decisions

(e) Capital budgeting

(8)

(e) Capital budgeting

(b) Pricing decisions
