

**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 )

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

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**2014**

( 3rd Semester )

**COMMERCE**

Paper No. : BC-308

**( Functional Areas of Business )**

( 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.

(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

(c) Vestibule training (b) Attributes of product quality



(d) Pricing decisions

(e) Capital budgeting

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( 8 )

(e) Capital budgeting

(b) Pricing decisions

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