

BCOM/II/CC/06 (CBCS)

2 0 1 7

(CBCS)

(2nd Semester)

COMMERCE

(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*

Answer one question from each Unit

UNIT—I

- 1. Discuss the changing role and importance of Production and Operation Management in today's business environment.** 10

- 2. Discuss the various functional areas of business applicable to a large business enterprise.** 10

(2)

UNIT—II

3. Explain the scope and importance of financial management. 4+6=10
4. What is financial management? Discuss the objectives of financial management. 3+7=10

UNIT—III

5. Discuss the various functions of Human Resource Management. 10
6. Write short notes on any *two* of the following : 5+5=10
 - (a) Grievances handling and Redressal of industrial disputes
 - (b) Methods of training
 - (c) Compensation management

UNIT—IV

7. What is marketing management? Explain the promotion mix of marketing management. 3+7=10
8. Discuss the various pricing strategies and the factors that influence pricing decision. 5+5=10

2017

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(PART : A—OBJECTIVE)

(Marks : 25)

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SECTION—A

(Marks : 10)

1. Choose the correct answer and write the code in the given brackets : 1×3=3

(a) If the product is intended for industrial market, the appropriate channel is

(i) Producer—Consumer

(ii) Producer—Wholesaler—Agent—Consumer

(iii) Producer—Wholesaler—Jobber—Agent—Consumer

(iv) None of the above

[]

(b) One of the sources of seasonal working capital is

(i) Share Capital

(ii) Debenture

(iii) Indigenous Bankers

(iv) Retained Profits

[]

(c) Setting the productive activities in motion through release of orders and instructions is

(i) Dispatching

(ii) Scheduling

(iii) Loading

(iv) Routing

[]

2. State whether the following are *True (T)* or *False (F)* by putting a Tick (✓) mark :

1×3=3

(a) The pre-employment physical examination or medical test of a candidate is an important step in the selection process.

[T / F]

(b) Packaging and branding are not associated with the product decision.

[T / F]

(c) The functional areas of business are inexhaustible and unlimited.

[T / F]

3. Fill in the blanks :

1×4=4

(a) A strategic human resource management gives

..... advantage to the enterprise.

(b) layout is grouping similar machines and equipments into departments where only certain kinds of work are done.

(c) A conflict exists between profitability and

..... while managing current assets.

(d) Job is an orderly and systematic technique which aims at determining the worth of jobs.

(4)

SECTION—B

(Marks : 15)

4. Write short notes on the following : 3×5=15

(a) Capital Structure

(b) Debt Vs. Equity

(6)

(c) Selection Process

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(7)

(d) Marketing Channels

(8)

(e) Plant Layout

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