

**2 0 1 8**

( CBCS )

( 2nd Semester )

**COMMERCE**

**( Functional Areas of Business )**

*Full Marks : 75*

*Time : 3 hours*

**( PART : A—OBJECTIVE )**

( Marks : 25 )

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

**SECTION—A**

( Marks : 10 )

Tick (✓) the correct answer in the brackets provided :

1×10=10

**1.** What function of business is responsible for ensuring that products and services meet high quality standards?

- (a) Finance ( )
- (b) Marketing ( )
- (c) Operations ( )
- (d) None of the above ( )

**2.** Marketing management includes \_\_\_\_\_ the products and services.

- (a) advertising ( )
- (b) branding ( )
- (c) placing ( )
- (d) All of the above ( )

3. \_\_\_\_\_ is a source of long-term finance.
- (a) Venture funding ( )
  - (b) Hire-purchase finance ( )
  - (c) Lease finance ( )
  - (d) All of the above ( )
4. Compensation cannot be used for
- (a) recruiting and retaining qualified employees ( )
  - (b) increasing or maintaining morale/satisfaction ( )
  - (c) rewarding and encouraging peak performance ( )
  - (d) None of the above ( )
5. Production process begins with input which does not include
- (a) goods and services ( )
  - (b) raw material ( )
  - (c) labour ( )
  - (d) capital ( )
6. HRM functions does not include
- (a) HR planning ( )
  - (b) budgeting ( )
  - (c) selection ( )
  - (d) training ( )
7. Controllable locational factors for plant include
- (a) proximity to markets ( )
  - (b) supply of raw materials ( )
  - (c) labour and wages ( )
  - (d) All of the above ( )
8. A theory known as dividend irrelevance theory is
- (a) Miller and Modigliani hypothesis ( )
  - (b) Gordon's model ( )
  - (c) Walter's model ( )
  - (d) None of the above ( )

9. Overseeing the provisions of services is a role of
- (a) human resource management ( )
  - (b) operations management ( )
  - (c) marketing management ( )
  - (d) None of the above ( )
10. Line managers are responsible for
- (a) coaching ( )
  - (b) resources ( )
  - (c) performance ( )
  - (d) All of the above ( )

SECTION—B

( Marks : 15 )

Write notes on the following :

3×5=15

1. HRM as a functional area of business
2. Dividend decision
3. Compensation
4. Marketing mix
5. Meaning of plant layout

( PART : B—DESCRIPTIVE )

( Marks : 50 )

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

Answer **five** questions, selecting **one** from each Unit

UNIT—I

1. What do you mean by financial management? Describe the financial decisions to be taken by a finance manager. 3+7=10

2. What is operations management? Discuss the changing roles of production and operations manager. 3+7=10

UNIT—II

3. What are the basic objectives of financial management? Deliberate the importance of efficient financial management in the contemporary business. 4+6=10
4. What do you understand by capital budgeting? Discuss various methods used for evaluation of capital budgeting decisions. 3+7=10

UNIT—III

5. What is meant by recruitment? Enumerate the steps involved in employee selection. 3+7=10
6. Suggest possible factors resulting in grievances of employees in an organization. Reiterate the mechanism for redressal of employee grievances under the Industrial Disputes Act. 4+6=10

UNIT—IV

7. Discuss how vast the scope of marketing management is and elaborate its importance in business. 4+6=10
8. Briefly describe the 4 P's of marketing mix. How are production and pricing interrelated? 4+6=10

UNIT—V

9. Explain how production management is also operations management. Discuss the importance of production function. 5+5=10
10. Describe the importance of the following : 5×2=10
- (a) Product design and development
- (b) Location of plant

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