

III/COM (viii)

2015

(3rd Semester)

COMMERCE

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

OR

2. Explain the role of production and operation
management in business organizations. 10

3. Define financial management. What are the
objectives of financial management? 3+7=10

G16/52a

(Turn Over)

OR

4. Define working capital management. Explain the factors relevant for proper assessment of the quantum of working capital. 3+7=10
5. Define human resource management. Enumerate the steps involved in employee selection. 3+7=10

OR

6. What are the objectives of compensation management? Discuss the factors affecting compensation. 4+6=10
7. Define marketing management. Enumerate the product and service decisions that marketers make. 3+7=10

OR

8. State the importance of pricing. Discuss the various factors that influence pricing decision. 3+7=10
9. Define production and operation management. Explain, in brief, the stages of production planning and control. 3+7=10

OR

10. Discuss the need for planning plant layout. Enumerate the types of plant layout. 3+7=10

III/COM (viii)

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(3rd Semester)

COMMERCE

Paper : 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)

Put a Tick (✓) mark against the correct answer in the brackets provided : 1×10=10

1. Key activities of human resource management include

- (a) record-keeping ()
- (b) provision of fair treatment ()
- (c) maintain profitable customer relationship ()
- (d) None of the above ()

2. Marketing is responsible for

- (a) providing funds for operations ()
- (b) producing the goods offered by an organization ()
- (c) promoting the goods offered by an organization ()
- (d) All of the above ()

3. Sources of ownership capital includes

- (a) issue of debentures ()
- (b) retained earnings ()
- (c) public deposits ()
- (d) None of the above ()

4. Capital structure refers to

- (a) the portion of profit distributed to shareholders ()
- (b) the proportion of debt and equity capital ()
- (c) the proportion of fixed/long-term assets ()
- (d) None of the above ()

5. Job analysis comprises of

- (a) the capabilities required to perform a job effectively ()
- (b) the tasks and responsibilities that form part of a job ()
- (c) determining the characteristics necessary for a job and environmental conditions ()
- (d) None of the above ()

6. Management development involves

- (a) short-term process of learning for a definite purpose ()
- (b) long-term process of learning for a general purpose ()
- (c) reactive process to meet current needs ()
- (d) None of the above ()

7. Convenience products are the products that

- (a) customers compare carefully ()
- (b) customers buy frequently with minimal comparison ()
- (c) customers do not seek out ()
- (d) None of the above ()

(4)

8. A manufacturer who wants to control the distribution of his product will choose

- (a) long channel of distribution ()
- (b) short channel of distribution ()
- (c) flexible channel of distribution ()
- (d) None of the above ()

9. Regional factor affecting plant location decision is

- (a) room for future expansion ()
- (b) location of markets ()
- (c) availability of recreation facilities ()
- (d) None of the above ()

10. When a firm produces large quantities of the same or similar products, an efficient plant layout design is

- (a) process layout ()
- (b) product layout ()
- (c) group layout ()
- (d) All of the above ()

(5)

SECTION—B

(Marks : 15)

Write short notes on the following :

3×5=15

1. Functional areas of business

2. Debt-equity ratio

(7)

3. Human resource planning

(8)

4. Core product

(9)

5. Importance of plant location
