

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

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

(CBCS)

(2nd Semester)

COMMERCE

(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. 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

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(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]

(3)

- (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

(5)

(b) Debt Vs. Equity

(6)

(c) Selection Process

(7)

(d) Marketing Channels

(8)

(e) Plant Layout

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