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(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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