



K24U 1688

Reg. No. : .....

Name : .....

**Second Semester B.Com./B.Com.(Logistics) Degree (CBCSS – OBE –  
Regular/Supplementary/Improvement) Examination, April 2024  
(2019 Admission Onwards)**

**Core Course**

**2B02COM : FUNCTIONAL APPLICATIONS OF MANAGEMENT**

Time : 3 Hours

Max. Marks : 40

**SECTION – A**

Answer **any six** questions in **one** or **two** sentences. **Each** question carries **1** mark.

1. What is Financial Management ?
2. What is Target Marketing ?
3. Explain the concept of brand.
4. What is E-Commerce ?
5. What is relationship marketing ?
6. State the importance of Human Resource Planning.
7. What is Job Specification ?
8. What are the benefits of Performance Appraisal ?

**(6×1=6)**

**SECTION – B**

Answer **any six** questions in **not** exceeding **one** page. **Each** question carries **3** marks.

9. What do you mean by Overcapitalisation ?
10. State the significance of market segmentation.

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11. Explain the marketing strategies for Product Positioning.
12. What are the main functions of Human Resource Management ?
13. Explain the main Sources of Recruitment.
14. What are the methods of performance appraisal system ?
15. What is Promotion ?
16. What are the benefits of Training ? (6×3=18)

SECTION – C

Answer **any two** questions in **not exceeding three** pages. **Each** question carries **8** marks.

17. Write a note on source of Finance.
18. Explain the stages of Product Life Cycle.
19. What are the duties and functions of Human Resource Manager ? (2×8=16)

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