BCO-313 **BCO-313**

Sl. No.

III Year B.Com Degree Examination, October/November - 2024
FUNCTIONAL MANAGEMENT
(Non CBCS, SLM NEW Scheme)

Time : 3 Hours **Maximum Marks : 80**

PART - A

»ÝW & G

Answer any Four questions. Each question carries 5 marks. **(4×5=20)**
¿ÞÊ¡¨Ý¨Ãã ®ÝÆá ±ÀÍ'WÚW EñÄÔ. ±À£ ±ÀÍ'W 5 AíPWÙá.

1. Write a note on services marketing.
ÓàÊWÙ ÊÞÃáPp¿á ŸW q±~ ŸÃÀáÄ.

2. State the stages of product life cycle.
Eñ®¨ iàÊ® aPÅ¨ ÖíñWÙ®á' £ÚÔ.

3. Give an account of time value of money.
Ö|¨ ÓÊá¿á¨ ÊåèÆÅ¨ ŸW ŸÃÀáÄ.

4. What do you mean by material management ?
ÊÓáWÙ ¯Êì ÖO Gí¨ Ãà®á ?

5. State the concept of cost of capital.
ŸívÊÝÙ Êa¡¨ ±ÄPÆ®¿á®á' £ÚÔ.

6. Differentiate between brand and label.
bÖ' Êáñá Êáá¨Å¿á ®váË® ÊÅñÝÀÓWÙ®á' £ÚÔ.

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PART - B

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Answer any Three questions. Each question carries 10 marks. **(3×10=30)**

¿ÞÊ¨Ý¨Ãã ÊáãÃá ±ÅÍWÚW EñÄÔ. ±Å£ ±ÅÍW 10 AíPWÙá.

7. Explain the various pricing strategies.

¸Ç ¯W©¿á ËË« ñíñÅWÝÄPWÙ®á ËÊÄÔ.

8. Discuss the role of HR Managers in the context of globalization.

hÝW£àPÃ | ¨ ¯q®È ÊÞ®Ê Óí±®ãÆ ÊÂÊÓÝ±P® ±ÝñÅÊ®á abìÔ.

9. Explain key differences between product focused and process focused operations.

Eñ®&Pàí©Åñ Êáñá ±ÅQÅÁá&Pàí©Åñ PÝ¿áì aÃOWÙ ®váË® ±ÅÊááS ÊÂñÝÂÓWÙ®á ËÊÄÔ.

10. What is plant layout ? Discuss the principles of good plant layout.

ÓÝÊÃ Ë®ÝÂÓ Gí¨Ãà®á ? Jí¨á EñÊá ÓÝÊÃ Ë®ÝÂÓ¨ ññWÙ®á abìÔ.

11. Explain the objectives of financial management.

Ö | PÝÓá ¯ÊìÖO¿á E¨àÍWÙ®á ËÊÄÔ.

PART - C

»ÝW & Ô

Answer any Two questions. Each question carries 15 marks. **(2×15=30)**

¿ÞÊ¨Ý¨Ãã GÃvá ±ÅÍWÚW EñÄÔ. ±Å£ ±ÅÍW 15 AíPWÙá.

12. What is marketing mix ? Discuss its components.

ÊÞÃÝo ±ÅQÅÁá¿á ËáÍÅ | Gí¨Ãà®á ? A¨Ã AíWWÙ®á abìÔ.

13. What is recruitment ? Explain the different sources of recruitment.

®àÊáPÝ£ Gí¨Ãà®á ? ®àÊáPÝ£¿á ËË« ÊáãÆWÙ®á ËÊÄÔ.

14. What is production plan ? Explain the steps involved in production planning.

EñÝ¨®Ý Áãàg® Gí¨Ãà®á ? EñÝ¨®Ý Áãàg® JÙWãíwÃáÊ ÖíñWÙ®á ËÊÄÔ.

15. What do you mean by working capital ? Discuss the components which comes under current assets and current liabilities.

¨áw¿ááÊ ŸívÊÝÙ Gí¨Ãà®á ? aÃ BÔWÙá Êáñá aÃ ÖãOWÝÄPWÙ Aw¿áÈ ŸÃáÊ AíWWÙ®á abìÔ.
