



K26U 0829

Reg. No. :

Name :

Second Semester B.Com./B.Com. (Logistics) Degree (CBCSS – OBE –
Supplementary) Examination, April 2026

(2020 to 2023 Admissions)

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 do you mean by net working capital ?
2. What do you mean by optimal capital structure ?
3. What is target marketing ?
4. What is relationship marketing ?
5. What do you mean by job evaluation ?
6. What do you mean by induction ?
7. What is brand equity ?
8. Define financial planning.

(6×1=6)

SECTION – B

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

9. What are the problems connected with inadequate working capital in an organisation ?
10. What are the different sources of short-term finance ?
11. Explain the wealth maximisation objective of financial management.
12. What is E-marketing ? Explain its features.

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K26U 0829



13. What is selection ? Explain the process of selection procedure.
14. What is service marketing mix ? Explain its elements.
15. What is product life cycle ? Explain its stages.
16. Explain the effects of globalization on human resources management. (6×3=18)

SECTION – C

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

17. What do you mean by financial management ? Explain its scope and importance.
18. Briefly explain functions and importance of human resource management.
19. Explain the marketing functions in detail. (2×8=16)

