

Exam. Code : 108502
Subject Code : 2561

B.Com. Semester-II

BCG-206 : FUNCTIONAL MANAGEMENT

Time Allowed-3 Hours] [Maximum Marks-50

SECTION—A

Note :— This Section consists of **TWELVE** very short answer questions. Attempt any **TEN** questions with answer to each question upto **5** lines in length. Each question carries 1 mark.

1. (a) Management as an Art
- (b) Ethics in Business
- (c) Personnel Management
- (d) Recruitment
- (e) Merit Rating
- (f) Administration
- (g) Concept of Marketing

- (h) Marketing Functions
- (i) Strategic Management
- (j) Role of C.E.O.
- (k) Production Management
- (l) Production Planning and Control.

SECTION—B

Note :—This Section consists of **FOUR** questions. Attempt any **TWO** questions in up to **5** pages in length. Each question carries **10** marks.

- 2. Define 'Management'. Explain its various features by giving suitable examples. 10
- 3. Elaborate various principles of management. Also discuss the universality of such principles. 10
- 4. Explain how social responsibilities of a business can be fulfilled by its management. Also discuss the relation between profit maximization and social responsibility. 10
- 5. Give arguments in favor of and against worker's participation in management. 10

SECTION---C

Note :— This Section consists of **FOUR** questions. Attempt any **TWO** questions in upto **5** pages in length. Each question carries **10** marks.

6. What is Marketing Research ? Discuss its various techniques. 10
7. Differentiate advertising from salesmanship with the help of suitable illustrations. 10
8. Explain the process of strategic management in detail. 10
9. What is Quality Control ? Elaborate its importance. 10