

2316

360

Class – B. Com Sem II  
Subject – Functional Management  
Paper – BCG-206

Time Allowed : 3 Hours

Maximum Marks : 50

**SECTION-A**

Attempt any 10 questions. Each question carries 1 mark.

1. Define Advertising.
2. Difference b/w Recruitment and Selection.
3. Scheduling.
4. Merit Rating
5. 'Esprit de corps'?
6. What are Business Ethics ?
7. Write functions of Personnel management.
8. What is Production Planning?
9. Define strategic management.
10. Discuss functions of management.
11. List qualities of good salesman.
12. What is Quality Control?

1 × 10 = 10

**SECTION-B**

Attempt any 2 questions.

2. "Management is neither a pure science nor a pure art, but a mixture of both science and art". Discuss.

3. Why business should do something for society? Discuss few initiative taken by company in this regard.
4. What do you mean by job evaluation? Explain its various methods.
5. What do you mean by Training? Describe its various methods. 2 × 10 = 20

### SECTION-C

**Attempt any 2 questions.**

6. Define marketing and discuss the traditional and modern concepts of marketing with the help of suitable examples.
7. What is strategic management? Discuss the role of chief executive officer in strategic management?
8. Discuss the concept of worker's participation in management. What is its relevance in present business scenario in India? What steps should be followed to make it effective ?
9. What is Marketing Research ? Discuss its various techniques. 2 × 10 = 20

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