



K25U 1383

Reg. No. : .....

Name : .....

Second Semester B.Com. /B.Com. (Logistics) Degree (C.B.C.S.S. –  
O.B.E.– Supplementary/Improvement) Examination, April 2025  
(2019 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.  
(6×1=6)

1. Define the term finance.
2. Explain the term marketing mix.
3. What is market segmentation ?
4. What is digital marketing ?
5. What is direct marketing ?
6. Define the term human resource.
7. What is job evaluation ?
8. What is performance Appraisal ?

SECTION – B

Answer **any six** questions in **not** exceeding **one** page. **Each** question carries **3** marks.  
(6×3=18)

9. State the main objectives of financial planning.
10. Explain the stages of product life cycle.
11. Explain the challenges of social media marketing.

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12. State the main functions of HRM.
13. Differentiate job description and job specification.
14. Explain the objectives of performance appraisal system.
15. What is induction ?
16. Explain the importance of training.

SECTION – C

Answer **any two** questions in **not** exceeding **three** pages. **Each** question carries **8** marks.  
(2×8=16)

17. Explain the factors determining capital structure.
18. Explain the functions of modern marketing management.
19. Explain the scope and challenges of digital marketing.