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L – 3709

Reg. No. :

Name :

MSN INSTITUTE OF
MANAGEMENT & TECHNOLOGY
LIBRARY
MUKUNDAI URAM P.O.
CHAVARA, KOLLAM-691585

First Semester B.Com. Degree Examination, August 2021.

First Degree Programme under CBCSS

Core Course – II

CC 1142/CO 1142 – FUNCTIONAL APPLICATION OF MANAGEMENT

(2015 – 17 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions/ problems in **one or two** sentences.

1. What is net working capital?
2. Who are supervisors?
3. What is meant by reward in HRM?
4. Define scheduling.
5. What is cost plus pricing?
6. What is direct marketing?
7. Define financial management.
8. What are convenience products?
9. Distinguish between management and administration.
10. Define recruitment.

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer **any eight** questions/problems not exceeding a paragraph.

11. What do you mean by plant lay out?
12. What do you mean by Scalar Chain?
13. What do you mean by modern concept of marketing?
14. What do you mean by employees compensation?
15. Name the different short term sources of finance. .
16. State the functions of management.
17. What is physical distribution?
18. What is meant by personal selling?
19. Mention the stages in product life cycle.
20. Write a note on safety in operations management.
21. Outline the meaning of Human Resource Planning.
22. List out the major decisions taken under the finance function.

(8 × 2 = 16 Marks)

SECTION – C

Short essay type questions/problems: Answer **any six** questions

23. Explain job evaluation.
24. Briefly explain the objectives of financial management.
25. Explain the steps involved in planning process.

26. Discuss the functions of marketing.
27. Briefly explain different methods of on the job training.
28. Explain the pricing strategy of new products.
29. Describe the scope of operations management.
30. How job specification differs from job description?
31. Explain the different types of production system.

(6 × 4 = 24 Marks)

SECTION – D

Long essay type questions/problems: Answer **any two** questions.

32. What is working capital? Explain the factors affecting working capital.
33. Define marketing mix? Briefly describe the elements of marketing mix.
34. What is material management? Explains the functions of material management.
35. What is meant by performance appraisal? Explain the methods adopted for performance appraisal.

(2 × 15 = 30 Marks)

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MUKUNDAPURAM P.O.
CHAVARA, KOLLAM-691585

First Semester B.A./B.Sc./B.Com. Degree Examination, August 2021

First Degree Programme under CBCSS

Language Course – I – English

EN 1111.1/EN 1111.2/EN 1111.3 : LANGUAGE SKILLS

(Common for B.A./B.Sc. (EN 1111.1), B.Com (EN 1111.2) & Career Related
(EN 1111.3)

(2019 Admission)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions, each in a word or sentence.

1. _____ is a type of communication when people exchange urgent information without using words.
2. The study of production, transmission and reception of speech sounds in human beings is called _____.
3. [\] is used to mark _____.
4. If the voice moves from lower to higher pitch within a single syllable it is called _____.
5. A word with more than two syllables is called _____.
6. The rise and fall in pitch or utterance bound pitch is referred to as _____.

7. _____ is a unit of sound.
8. English is said to be _____ since the letters do not correspond to the sound.
9. Diphthongs are _____ in number.
10. _____ are sounds during the production of which air escapes through the mouth freely and continuously without any audible friction.

(10 × 1 = 10 Marks)

II. Answer **any eight**, each in a short paragraph not exceeding **50** words.

11. What is verbal communication?
12. What is noise?
13. Skimming
14. Name any two barriers to effective communication.
15. State any two rules of telephone etiquette.
16. What are the skills required by an Anchor?
17. What is plagiarism?
18. Explain macro skills and micro skills involved in learning a language.
19. Differentiate between close reading and interactive reading.
20. What is the difference between interpersonal and intrapersonal communication?
21. Discuss the different types of editing.
22. Write a note on pitch and intonation.

(8 × 2 = 16 Marks)

III. Answer **any six**, each in a paragraph not exceeding **100** words.

23. Imagine that you are attending an interview and complete the following conversation.

You : May I come in, sir?

Interviewer : _____

You : _____

Interviewer : Good Morning. Be seated please.

You : _____

Interviewer : Can you tell me something about yourself?

You : _____

24. Prepare a speech on the hazards of cutting down trees / deforestation.

25. Prepare minutes of a meeting conducted by the Film Club in your college. You are the Secretary of the Club and the meeting is related to online screening of a motivational film.

26. Write a script for the anchor who is hosting a cooking competition.

27. Edit the passage given below

The greatest contribution to mathematics and by extension to all branches of science was the concept of Zero-given to the world by aryabhatta, an Indian intellectual. The concept was first burrowed by the Arabs and from them through the Phoenicians, it reached the western world. Therefore the intellectual property right to Zero legally, morelly and historically belongs to India and Indians.

28. Write a blog on a place of historical importance in your state.

29. Explain the rules of netiquette to your friend.

30. How would you introduce yourself during an interview?

31. Write a script for a podcast on Pandemic and Online Teaching.

(6 × 4 = 24 Marks)

IV. Answer **any two** each in about **300** words.

32. Write a paragraph on **any two** of the following

(a) Importance of Value Education

(b) Your dream job

(c) Joint Family System.

33. Write a telephone conversation between you and your dentist. It can be about an appointment.

34. Prepare a cover letter and CV for the post of Office Assistant in a renowned educational institution in response to an advertisement that appeared in a daily.

35. Write a speech to be delivered on World Aids Day.

(2 × 15 = 30 Marks)

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Name :

First Semester B.Com. Degree Examination, August 2021

First Degree Programme under CBCSS

Foundation Course I

CO 1121/CX 1121/ TT 1121/HM 1121/CC 1121: METHODOLOGY AND
PERSPECTIVES OF BUSINESS EDUCATION

(2020 Admission Regular)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions / problems in **one** or **two** sentences.

1. What is business information?
2. What are financial resources?
3. What is a share?
4. State any two difference between seminars and workshops.
5. Who is an entrepreneur?
6. What do you mean by quality of life?
7. Who is a trained manpower?
8. Define the term industry.

P.T.O.

9. What is economic development?
10. What you mean by idea generation?

(10 × 1 = 10 Marks)

SECTION – B

Answer any **eight** questions/ problems, not exceeding a paragraph.

11. What do you mean by economic system?
12. What is socialism?
13. State the meaning of joint ventures.
14. What you mean by BPO?
15. Write a note on event management.
16. What is meant by managerialism?
17. What do you mean by quality of work life.
18. What is social ethics?
19. What is field study?
20. What do you mean by economic policy?
21. Briefly explain health care industry.
22. Write any two difference between direct taxes and indirect taxes.
23. What are the different types of shares?
24. What you mean by technical analysis?
25. Briefly explain industrialization.
26. Write a note on mixed economy.

(8 × 2 = 16 Marks)

SECTION – C

Short essay type problems: Answer any **six** questions.

27. Explain the features of capitalism.
28. What are the functions of co-operatives?
29. Explain the need of business ethics.
30. What are the different types taxes paid to government?
31. Explain the steps in establishing a business.
32. What are the characteristics of joint stock company?
33. Explain the role of an entrepreneur in economic development.
34. What are the problems faced by the small organization?
35. What are the merits and demerits of privatization?
36. What are the advantages of joint ventures?
37. What are the benefits of human capital management?
38. Explain the functions of event management?

(6 × 4 = 24 Marks)

SECTION – D

Long essay type problems: Answer any **two** questions.

39. State the various methods and techniques of collecting and learning business information.
40. Explain the economic and social objectives of a business.
41. Explain the objectives of NSS and its role for promoting the social values.

42. What is Globalisation? Explain the problems of Globalization
43. Describe the various forms of business organization.
44. Briefly explain the three economic sectors of the economy.

(2 × 15 = 30 Marks)

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MSN INSTITUTE OF
MANAGEMENT & TECHNOLOGY
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MUKHNDAPPA
KOLLAM 691585

First Semester B.Com. Degree Examination, August 2021

First Degree Programme under CBCSS

Core Course II

CO 1142/CC 1143 : MANAGEMENT CONCEPTS AND THOUGHTS

(2018 - 2019 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** or **two** sentences each. Each carries **1** mark.

1. What is scalar chain?
2. Why planning is important?
3. What are the limitations of planning?
4. Which are the principles of delegation?
5. Why leadership is important?
6. What is trait theory of leadership?
7. What is an oral communication?
8. What are the characteristics of motivation?
9. What is kaizen?
10. What is a learning organisation?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer **any eight** questions in not exceeding one paragraph. Each question carries **2** marks.

11. What is the empirical school of management thought?
12. Evaluate human behavior school of management.
13. What are characteristics of modern management thought?
14. Which are the functions of organising?
15. Distinguish between centralization and decentralization:
16. Give suggestions to avoid weak delegation.
17. State the nature of laissez faire leadership.
18. What is managerial grid theory?
19. Distinguish between hygiene factors and motivation factors.
20. What are the findings of hawthorne studies?
21. What are the benefits of knowledge management?
22. What is the significance of change management?

(8 × 2 = 16 Marks)

SECTION – C

Answer **any six** questions. Each question carries **4** marks.

23. Which are the skills of an effective manager?
24. How Fayol has classified the activities of an industrial organization?
25. Explain Planning Process.

26. Explain different leadership styles.
27. Explain fiedler's contingency model.
28. Explain Steps in Control Process.
29. Which are the process in TQM?
30. Which are the challenges faced by modern business managers?
31. Explain different types of knowledge in an organisation.

(6 × 4 = 24 Marks)

SECTION – D

Answer **any two** questions. Each question carries **15** marks.

32. Critically evaluate scientific management approach to management. Also Identify its contemporary relevance.
33. Explain different types of organisational structures.
34. Explain the elements in communication process and the barriers to effective communication.
35. Explain the Theories of Motivation.

(2 × 15 = 30 Marks)