

(i) Printed Pages : 2

Roll No.

(ii) Questions : 9

Sub. Code :

0	8	2	1
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Exam. Code :

0	1	1	4
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Bachelor of Commerce 3rd Year

1046

FUNCTIONAL MANAGEMENT

Paper : I

Time Allowed : Three Hours]

[Maximum Marks : 80

- Note :-** (i) The Question paper is divided in **three** sections.
(ii) Section-A consists of short answer type questions. Attempt any **four** questions from this section. Each question carries 5 marks.
(iii) Attempt **two** questions from Section- B and Section -C. Each question carries 15 marks.

SECTION-A

Note :- Attempt any **four** questions. Each question carries 5 marks.

- I. (i) Explain the concept of Total Quality Management.
(ii) Describe the operative functions of Human Resource Management.
(iii) Discuss various modes of advertising.
(iv) Discuss the concept of grievance handling machinery.
(v) Explain evaluation under the strategic management.
(vi) Describe the concept of "Quality of Work Life".

SECTION-B

Note :- Attempt any **two** questions. Each question carries 15 marks.

- II. What is Production Planning and Control ? Clearly explain steps involved in Production Planning and Control.
- III. What is Human Resource Management ? Discuss its scope and significance.
- IV. What do you understand by "Quality Control" ? Discuss various methods of Quality Control.
- V. Explain the importance of training to workers. What are the different methods of training ?

SECTION-C

Note :- Attempt any **two** questions. Each question carries 15 marks.

- VI. What is marketing ? Explain various functions to be performed in the process of marketing.
- VII. What is Strategic Management ? Discuss various global challenges to Strategic Management.
- VIII. What is Marketing Research ? Explain various techniques of Marketing Research.
- IX. Write short notes on :
 - (i) Strategy Implementation.
 - (ii) Strategy Formulation.