

B.Com Part 3
Functional Management
Year 2020

By Dr Preeti Agarwal

Very Short questions

- Q1 Define HRM
- Q2 List concepts of marketing
- Q3 Give two characteristics of financial management.
- Q4 Define finance function
- Q5 Give one source of long term finance

Short Questions

- Q1 Explain 360 degree performance appraisal method
- Q2 Explain modern concept of marketing
- Q3 What do you mean by capital structure, list 5 factors affecting capital structure
- Q4 Give 5 differences between share and Debenture
- Q5 Give 5 differences between Equity share capital and Preference share capital.

Long Questions

- Q 1 define marketing and explain traditional as well as modern concept of marketing
- Q2. What do you mean by marketing? explain the scope of marketing
- Q3. Explain the stages of new product development
- Q4. write note on
 - A Product life cycle
 - B scope of product planning
- Q5. Define Human Resource Management. Explain its scope in detail.
- Q6. What do you mean by Recruitment? Explain sources of Recruitment.
- Q7 Define finance function and explain importance of financial management
- Q8 Explain working capital sources of finance
- Q9 Define production management .Explain production process
- Q10. Write note on
 - A quality control
 - B inventory control