

Reg. No. :

Code No. : 9021

Sub. Code : PCOC 12

M.Phil. DEGREE EXAMINATION, NOVEMBER 2022.

First Semester

Commerce

CONTEMPORARY FUNCTIONAL MANAGEMENT

(For those who joined in July 2018-2019 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 5 = 25 marks)

Answer ALL questions choosing either (a) or (b).

1. (a) Explain the different levels of modern management.

Or

- (b) Write a note on (i) data retrieval (ii) data storage.

2. (a) Distinguish career planning from man power planning.

Or

- (b) Discuss the factors responsible for the growing importance of QWL.



3. (a) Define the term investment. Mention the various forms of investment alternatives.

Or

- (b) Suggest the measures for overcoming the employees resistance in the merger process.

4. (a) Marketing begins with customers and ends with customers. Discuss.

Or

- (b) Explain in detail customer segmentation in relationship marketing.

5. (a) Briefly explain the components of a computer system.

Or

- (b) Explain the uses and importance of websites.

PART B — (5 × 10 = 50 marks)

Answer ALL questions, choosing either (a) or (b).

6. (a) Analyse the steps taken by Indian Government to globalise the economy.

Or

- (b) Explain the various functions performed by modern management.

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7. (a) Explain the operative and managerial functions of HRM.

Or

- (b) Explain the ethical issues in human resource management.

8. (a) Explain the principles of portfolio management.

Or

- (b) Mergers and acquisitions are inevitable for growth with present day in Indian context – Elaborate.

9. (a) Trace the origin and growth of services marketing in India.

Or

- (b) Explain the globalization of markets. What are the features of globalisation of markets?

10. (a) Write about Mobile Information Access Devices.

Or

- (b) Explain the various types of computer systems and give its applications.

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