



Biyani Girls College
I Internal Examination 2019-20
B.COM. - P&H (III Year)
Subject- Functional Management

Time: 1.30 Hrs.

Set: A

MM: 40

[I] Multiple Choice Questions

(10*1=10)

- 1) Human resource management is
- a) A staff function
 - b) Align function
 - c) A staff function, align function and accounting function
 - d) All of the above

Ans (a) A staff function

- 2) Finding ways to reduce..... is a key responsibility of management
- a) Dissatisfaction
 - b) Uncertainty
 - c) Stress
 - d) None of the above

Ans (b) Uncertainty

- 3) is the process of forecasting and organizations future demand for and supply of , the right type of people in the right number
- a) Human resource planning
 - b) Recruitment
 - c) Human resource management
 - d) Human capital management

Ans (a) Human resource planning

- 4) Human resource planning facilitates international expansion strategies ..
- a) True
 - b) False

Ans (a) True

- 5) The recruitment and selection process aimed at right kind of people
- a) At right place
 - b) At right time
 - c) To do right things
 - d) All of the above

Ans (d) all of the above

- 6) Recruitment or man power selection process is the first step in the employment of
- a) Labour
 - b) Management
 - c) Both a and b
 - d) None of the above

Ans (a) Labour

- 7) The following are the benefits of training
- a) Increase productivity
 - b) Reduced accidents
 - c) Reduced supervision
 - d) All of the above

Ans (d) all of the above

- 8) The following training aims to provide broad training to enable the trainee to take up a wide variety of tasks within his field of specialization
- a) Demonstration
 - b) On the job training
 - c) Apprenticeship
 - d) All of the above

Ans (c) apprenticeship

- 9) Term job enlargement means
- | | |
|--|---|
| a) Redesigning jobs for workers | c) Moving workers from one job to the other |
| b) Assigning additional activities for workers | d) None of above |

Ans (b) assigning additional activities for workers

- 10) Relationships section of job description defines whom would you
- | | |
|--------------|-----------------|
| a) Supervise | c) Work with |
| b) Report to | d) All of above |

Ans d) all of above

[III] Long type Questions:

(10*3=30)

- 1) What is management development .Explain different methods and techniques of management development.

Ans management development is the systematic process of developing knowledge, skills , attitude and insight of managerial personal to manager the work and people effectively. It is an educational process through which managers learn to improve conceptual, behavioural and performing skills. It is a planned , systematic and continuous process of learning and growth designed to induce new knowledge and skills needed for being effective managers.

“ Management development is an attempt to improve managerial effectiveness through a learning process “- GOLD

There are various method and techniques of management development

1. Under study- it relieves the executive of certain responsibilities, giving the trainee a chance to learn the job
2. Position rotation- in this the trainee is rotated periodically from one job to another. The aim of this method is to broaden the knowledge, skills and outlook of managers.
3. Special project assignment –this method includes a number of trainee in which managers are given special projects to complete. This project may be directly related to trainees functional area. The group will study the problem and find appropriate solutions.
4. Committee assignments- these are assigned objectives and responsibilities related to the work of the organization. They also have competent personnel . this could very well provide the necessary general background of various management issues.
5. Multiple management – in this method a junior board of young mangers is established. Major problems are analysed in the junior board and recommendations are made to the board of directors. Thus young mangers learn how to make decision and create an collective wisdom of management
6. Goal setting- goal is what a person attempts to accomplish. It has been found that training in specific goal setting skills can be very effective. Thus managers are responsible and included in the goal setting process. Thus trainees learn to a diagnosis.
7. Special course- some special courses directly related to jobs are also run by many commercial and vocational institutes. For example Indian Institute of management , stock exchange etc.
8. Special meetings- to increase the knowledge of junior mangers one or two days meetings on special subject are held by various organizations. The meetings consist of series of speeches with subsequent question periods.
9. Other method of management development – adventure learning, information search, ice breaker, field trip, brain storming

Conclusion: So we can conclude that management development is concerned with improving managers performance in their present roles and preparing them for greater responsibilities in the future.

2) What is performance appraisal. Explain its process in detail.

Ans Performance appraisal is the process of evaluation of an employee at higher levels by some qualified persons. Thus, performance appraisal of merit rating is a systematic and orderly process to evaluate the performance of personnel in terms of the requirements of the job. The idealized process of performance appraisal consists of the following steps:

1. Establishing performance standards: the appraisal process begins with the establishment of performance standards. These are developed with the help of job analysis and job description.
2. Communicating the standards: Once performance standards are established , it is necessary to communicate and explain these expectations to the employees.
3. Measuring actual performance: We should be concerned with how we measure and what we measure. This requires choosing the right method of measurement.
4. Comparing actual performance with standards: Actual performance is compared with the predetermined performance standards. Such comparison will reveal the deviations between the two.
5. Discussing the appraisal: The results of appraisal should be communicated to the subordinates so that they know their good as well as weak points. Thus, employee will be motivated to improve themselves.
6. Taking corrective action: The final step in the appraisal is the initiation of corrective action when necessary. Corrective action can be of two types. One is immediate and deals with symptoms. It is putting out fires. It corrects something right now and gets things back on track.

Conclusion: so we can conclude that performance appraisal is the systematic evaluation of the individual with respect to his performance on the job and his potential for development.

3) What is marketing. Explain its functions in detail

Ans The term marketing comes from the word market which is a group of sellers and buyers who are willing to exchange goods and services for something of value. Marketing means the process of distribution of goods and services. Marketing includes all those activities involved in the creation of place, time, possession of utilities. Marketing involves individuals and organizations performing functions that seek to satisfy human wants by facilitating exchange relationship. A marketing function is a specialized activity performed in delivering the goods and services that consumers need. It includes the following

1. Planning function- these functions are performed to prepare the plans of various marketing activities. These are helpful in carrying out the other marketing function
 - a) Marketing information and research
 - b) Consumer analysis
 - c) Product planning and development
 - d) Distribution planning
 - e) Standardization and grading
 - f) Product branding
 - g) Packing and packaging
 - h) Financing
 - i) Marketing management

2. Exchange function- exchange is the heart of all marketing and transfer of ownership is the primary objective of the marketing process. Hence performance of exchange function assumes a high importance . these are described as
 - a) Merchandising
 - b) Buying and assembling
 - c) Selling

3. Distributing function – these functions facilitate the physical movement of good from the place where they are produced to those where they are to be consumed. .these are as follows
 - a) Transportation
 - b) Storage
 - c) Risk bearing

4. Selling function – these functions are performed in relation to selling process. They are the functions of modern marketing . these are as follows-
 - a) Pricing
 - b) Personal selling
 - c) Advertising and publicity
 - d) Sales promotion
 - e) Credit and collection
 - f) After sales service
 - g) Social responsibility

Conclusion: So we can conclude that marketing is the process of planning and executing the conception, pricing, promotion and distribution of goods, services to create exchanges that satisfy individual and organizational objectives.