

TD241110D

Reg. No.....

Name.....

DIPLOMA EXAMINATION, NOVEMBER 2024

(2024 Admission Regular)

SEMESTER I – GENERAL COURSE

(Business Administration)

VBA1G03D24 : FUNCTIONAL AREAS OF MANAGEMENT

Time: 3 Hours

Maximum Marks: 60

PART A

I Answer all the questions. Each question carries one mark

A Choose the correct answer from the bracket

1. Which of the following is not a managerial function?
(Planning, Development, Staffing, Controlling)
2. Which of the following is not an internal source of recruitment?
(Transfer, Advertising, Promotion, Re- employment)
3. The function of management that satisfies the needs and wants of customers through exchange process.
(Production, Marketing , Customer relationship Management , HRM)
4. Which of the following is not a marketing mix
(Place, Promotion, Property, Price)
5. The type of training that enables employees to update their existing knowledge
(Remedial training, Safety Training, Job Training, Refresher Training)

(5 x 1 = 5)

B Match the following

Column A	Column B
6. Personal Interviews	a) No set format
7. Unstructured Interviews	b) Needs and wants of the seller
8. OJT	c) Needs and wants of customers
9. Marketing	d) Individual Interviews
10. Selling	e) Learning by doing

(5 x 1 = 5)

C Answer the Following statements as True or False

11. Job vacancies within an organization is called external recruitment.
12. Selling is a short term concept.
13. Integration is an operative function.
14. Fixed position layout is used least in today's manufacturing industries.
15. Transactional marketing has long term vision.

(5 x 1 = 5)

D Answer the following questions in one word

16. The description of Marketing Mix was given by _____.
17. A _____ is a small unit within a large market.
18. The study of human population is known as _____.
19. The only Marketing mix that generates revenue is _____.
20. The plant layout used in manufacturing refrigerators is _____ layout.

(5 x 1 = 5)

PART B

II Answer any five questions. Each question carries 2 marks

21. What is merit rating?
22. State any two differences between buying and selling.
23. What is price skimming?
24. What is job analysis?
25. What are interviews?
26. What is production management ?
27. What is Business Process Outsourcing?

(5 x 2 = 10)

PART C

III Answer any 4 questions. Each question carries 5 mark

28. State any five differences between Transactional Marketing and Relationship Marketing.
29. What are the factors to be considered while designing a new product.
30. State the importance of HRM.
31. What are the characteristics of market segmentation?
32. What are the stages in a product life cycle?
33. Explain the different types of interviews?

(4 x 5 = 20)

PART D

IV Answer any 1 question .It carries 10 marks

34. Explain the functions of HRM in detail.
35. a) What is plant layout?
 - b) Explain the following
 - i) Process layout
 - ii) Product layout
 - iii) Fixed Position layout
 - iv) Combination layout

(1 x 10 = 10)