

**ARYAN COLLEGE**  
**5 YEARS SCANNER BBA-II FUNCTIONAL MANAGEMENT**

**Unit-I-Introduction to Marketing and Marketing Mix**

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1. What is price? Describe the factors affecting the determination of price. (2016-A)
2. What do you mean by 'Channels of distribution'? Explain the different channels of distribution used in business. (2016-A)
3. Define the term 'marketing' and clearly explain the importance of marketing in modern age. (2016-S)
4. What is a product? Classify products and explain each of them. (2016-S)
5. What is the meaning of Promotion Mix? Describe the main components of Promotion Mix. (2015)
6. Define Marketing. Describe in detail the importance and relevance of Marketing in India. (2015)
7. "A Businessman should produce what customers want and not what he can sell." Comment. Also explain importance of Marketing. (2014)
8. Discuss the major factors that you would take into consideration while pricing a product. How can Break Even Analysis help in price fixation? (2014)
9. "Marketing should aim at meeting a given customer's need rather than selling a given product." Do you agree with the statement? If so, Why? Who benefits from marketing concept and How? (2013)
10. What do you understand by distribution channel? Discuss the various factors you would like to consider for selecting the channel of distribution for a consumer product. (2013)

**Unit-II-Production & Operation Management**

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1. What is 'production management'? State the various types of production process. (2016-A)
2. Write an essay on factory and location. (2016-A)
3. Differentiate between product and process layout. Also discuss the significance of each type. (2016-S)
4. What is meant by Production and operation management and explain its benefits. (2016-S)
5. Discuss the importance of Production and Operation Management. (2015)
6. Write short notes on the following: (2015)
  - a. Material Handling
  - b. Types of Production
7. Explain the Product Layout and Process Layout. Bring out the comparison between the two also. (2014)
8. Define Production Management and explain its scope. What are the responsibilities of Production Manager?(2014)
9. Write Notes on any two of the following: (2014)
  - a. Product Life Cycle Concept
  - b. Types of Production
  - c. Methods of Training(UNIT III)
10. What are the different types of Production system? Explain merits and Demerits of Each. (2013)
11. Location plays an important role in success in any business. What factor should be considered while selecting the location of a factory? Explain. (2013)

**Unit-III- Human Resource Management & Financial Management**

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1. What is meant by selection? Describe its process. (2016-A)
2. Discuss the main functions and importance of financial management. (2016-A)
3. Why is training needed in industry? What are the main methods of managerial training? (2016-A)
4. Discuss the role of recruitment in the acquisition process of Human Resource. (2016-S)
5. "Human Resource Management is a proactive approach and personnel management is a relative approach to perform the same set of function related to managing Human Resource"-Do you agree with this statement? (2016-S)
6. What is capital budgeting? What are the various techniques of Capital budgeting? (2016-S)
7. Explain the difference between recruitment and selection and explain their importance. (2015)
8. "Human Resource Management is a way of approach, a point of view, technique of thinking and philosophy of management."Elucidate this statement stating clearly the role of Human Resource Management. (2015)
9. "Finance is the lifeblood of industry" Elucidate this statement with suitable illustrations. (2015)
10. What is meant by Man Power Planning? Discuss the significance and need of Manpower Planning in a business undertaking. (2014)
11. What is Seasonal Working Capital? Describe the different source of Working Capital. (2014)
12. "One thing is now universally accepted that in the Long the cost of not training is always more than the cost of training."Discuss. What are the different methods of Training? (2013)
13. What is meant by Financial Management? Describe the functions of Financial Management. (2013)
14. Write Notes on any two of the following: (2013)
  - a. Capital Budgeting
  - b. Materials Handling
  - c. Sales Promotion Methods