

**FIRST SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2015**

(CUCBCSS—UG)

Core Course

BCM 1B 01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS

Time : Three Hours

Maximum : 80 Marks

**Part A***Answer all questions.**Eac question carries 1 mark.*

1. \_\_\_\_\_ principle states that an employee should receive orders from one superior only.
  - (a) Unity of direction.
  - (b) Unity of command.
  - (c) Esprit de corps .
  - (d) None.
2. \_\_\_\_\_ developed the "Need Hierarchy Theory" to explain human behaviour within an organization.
  - (a) A.H.Maslow.
  - (b) Douglas Mc. Gregor.
  - (c) Herzberg.
  - (d) Rensis Likert.
3. \_\_\_\_\_ organisation arises voluntarily or due to social interaction of people.
  - (a) Formal.
  - (b) Informal.
  - (c) Line organization.
  - (d) All of these.
4. KRA in MBO stands for \_\_\_\_\_.
  - (a) Kerala Rural Academy.
  - (b) Key Result Areas.
  - (c) Key Resources Availability.
  - (d) None of these.
5. The word 'Ethics' is derived from Greek word \_\_\_\_\_.
  - (a) Ethios.
  - (b) Ethikos.
  - (c) Ethoes.
  - (d) None of these.
6. The term 'value' is derived from the French word \_\_\_\_\_.
7. Father of Modern Management theory is \_\_\_\_\_.
8. \_\_\_\_\_ Leadership gives complete freedom to subordinates.
9. Military type of organization is also called \_\_\_\_\_.
10. In \_\_\_\_\_ style of leadership a manager centralizes decision-making power in himself.

(10 × 1 = 10 marks)

**Turn over**

**Part B**

Answer any **eight** questions.  
Each question carries 2 marks.

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11. What do you mean by 'Free-rein Leadership' ?
12. What do you mean by Span of control ?
13. What do you mean by need for Affiliation ?
14. What is Theory X of motivation ?
15. Differentiate delegation and 'Decentralization'.
16. What do you mean by business ethics ?
17. What is meant by 'values' ?
18. Define performance management.
19. What do you mean by ethics committee in an organization ?
20. What is formal organization ?

(8 × 2 = 16)

**Part C**

Answer any **six** questions.  
Each question carries 4 marks.

21. What is scientific management ?
22. What are the factors responsible for poor work culture in the organization ?
23. Explain MBO and its advantage.
24. Is management an art ? Explain why ?
25. Write any two theories of motivation.
26. What do you mean by controlling ?
27. Discuss the role of organization culture in ethics.
28. Explain the different leadership styles.

(6 × 4 = 24)

**Part D**

Answer any **two** questions.  
Each question carries 15 marks.

29. What do you mean by Recruitment ? State the merits and demerits of external and internal of recruitment.
30. What is planning ? Discuss the steps in planning process' Explain the importance of planning.
31. What is Management ? Discuss the various functions which constitute the process of management.

(2 × 15 = 30)