

**FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION  
JANUARY 2014**

(UG—CCSS)

Core Course

BC IB 01/BB IB 01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS

Time : Three Hours

Maximum : 30 Weightage

**Part A**

*This part consists of three bunches of questions carrying equal weightage.*

*Each bunch has four questions.*

*Answer all twelve questions.*

A. Fill in the blanks :

- 1 Policy is formulated by \_\_\_\_\_.
- 2 Ethical decisions are \_\_\_\_\_ in nature.
- 3 Objectives are treated as \_\_\_\_\_.
- 4 \_\_\_\_\_ is otherwise called line organisation.

B. Choose the correct answer from brackets :

5 Internal policy is otherwise called as :

- |                          |                      |
|--------------------------|----------------------|
| (a) Originated policies. | (b) Specific policy. |
| (c) Written policy.      | (d) Implicit policy. |

6 One among the following is an aptitude test :

- |                       |                       |
|-----------------------|-----------------------|
| (a) Temperament test. | (b) Achievement test. |
| (c) Interest test.    | (d) Personality test. |

7 Social responsibility means responsibility to :

- |                 |                |
|-----------------|----------------|
| (a) Owners.     | (b) Employees. |
| (c) Government. | (d) Society.   |

8 The process of control ends with :

- |                                 |                             |
|---------------------------------|-----------------------------|
| (a) Measurement of performance. | (b) Analysis of deviations. |
| (c) Taking remedial action.     | (d) None of these.          |

C. Answer in one word :

- 9 What communication conveys message through spoken words ?
- 10 The idea or need or emotion that prompts a man into action is called.

Turn over

- 11 What denotes the extension of delegation ?
- 12 Which principle of organisation is based on the "No man can serve two masters at the same time" rule ?

(12 × ¼ = 3 weightage)

### Part B

Answer **all** nine questions in 1 or 2 sentences each.  
Each question carries a weightage of 1.

- 13 What is deontological theory of business ethics ?
- 14 What is meant by top management ?
- 15 What is scalar principle ?
- 16 What is matrix organisation ?
- 17 Distinguish between ethics and business ethics ?
- 18 Who are Laissez-faire leaders ?
- 19 What do you understand by numerised plan ?
- 20 What do you mean by Espirit de Corps ?
- 21 What is control by exception ?

(9 × 1 = 9 weightage)

### Part C

Answer any **five** questions.  
Each question carries a weightage of 2.  
Answer shall not exceed **one page** each.

- 22 What are the types of ethics ?
- 23 What are the levels of management ?
- 24 Explain Likerts' leadership theory ?
- 25 Explain the Maslow's theory of motivation.
- 26 Distinguish between recruitment and selection ?
- 27 Distinguish between upward communication and downward communication ?
- 28 Describe the various steps involved in the process of control ?

(5 × 2 = 10 weightage)

### Part D

Answer any **two** questions.  
Each question carries a weightage of 4.

- 29 Describe Henry Fayol's principles of management.
- 30 What are the elements and principles of delegation of authority ?
- 31 Discuss in detail the principles of direction.