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Name.....

Reg. No.....

NOVEMBER 2014

FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2014

(CUCBCSS-UG)

Core Course

BB 1B 01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS

Time : Three Hours

Maximum : 80 Marks

Part I

Answer all questions.

1. Father of Scientific Management ?
 - (a) Henry Fayol.
 - (b) F.W. Taylor.
 - (c) Peter F. Drucker.
 - (d) Mary Parker Follet.
2. Need Hierarchy Theory of Motivation was developed by :
 - (a) Abraham Maslow.
 - (b) Frederic Herzberg.
 - (c) Alderfer.
 - (d) Davis C. McClelland.
3. A written statement of policies and principles that guides the behavior of all employees is known as :
 - (a) Code of ethics.
 - (b) Word of ethics.
 - (c) Ethical dilemma.
 - (d) None of the above.
4. An empirical enquiry into the actual rules or standards of a particular group is :
 - (a) Normative justice.
 - (b) Descriptive justice.
 - (c) Interpersonal justice.
 - (d) None of the above.
5. What is meant by the phrase CSR ?
 - (a) Corporate Social Responsibility.
 - (b) Company Social Responsibility.
 - (c) Corporate Society Responsibility.
 - (d) Company Society Responsibility.
6. Business Ethics is a _____ responsibility.
7. _____ are norms that individual or society beliefs are right or wrong.
8. A leader who dictates his followers is _____ leader.
9. The grouping of activities to attain enterprise objective is known as _____.
10. A _____ is a statement of expected results expressed in numerical terms.

(10 × 1 = 10 marks)

Turn over

Part II (Short Answer Questions)

Answer any eight questions.

11. Define Management.
12. Define business ethics.
13. Who is a Stakeholder ?
14. What is single use plans ?
15. What is recruitment ?
16. What is delegation ?
17. Define organizational culture.
18. What is Indian ethos ?
19. Distinguish between centralization and decentralization.
20. What is meant by ethics committee ?

(8 × 2 = 16 marks)

Part III (Short Essays)

Answer any six questions.

21. Explain the nature of management.
22. Explain management as a process.
23. What is meant by span of control ? What are the factors affecting Span of control ?
24. What are the factors affecting delegation ?
25. Explain the process of Staffing.
26. Explain Herzberg's theory of Motivation.
27. Explain the significance of business Ethics.
28. What are the characteristics of a work group ?

(6 × 4 = 24 marks)

Part IV (Long Essays)

Answer any two questions.

29. Explain the process, features and benefits of MBO.
30. Elaborate the significance and process of planning.
31. Explain different kinds of Business Ethics.

(2 × 15 = 30 marks)