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

(CUCBCSS—UG)

Core Course

BBA 1B 01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS

Time : Three Hours

Maximum : 80 Marks

**Part I**

*Answer all questions.*

1. What is meant by the phrase 'teleological ethics' ?
  - (a) Is used to judge an action is right, fair and honest.
  - (b) An action can only be judged by it's consequences.
  - (c) Developing the individual personal characteristics.
  - (d) The key purpose of ethics is to increase freedom.
2. Business ethics deals primarily with :
  - (a) Social responsibility.
  - (b) The pricing of products and services.
  - (c) Moral obligation.
  - (d) Being unfair to the competition.
3. Ethics are important because :
  - (a) Suppliers prefer to deal with ethical companies.
  - (b) Customers prefer to deal with ethical companies.
  - (c) Employees prefer to deal with ethical companies.
  - (d) All of the above.
4. One method of bringing a group to agreement is called :
  - (a) Proportional values.
  - (b) Consensus.
  - (c) Accordance.
  - (d) Conformance.
5. Maslow's theory of motivation consists of :
  - (a) Four stages.
  - (b) Five stages.
  - (c) Three Stages.
  - (d) Six stages.

**Turn over**

6. B in PODSCORB is \_\_\_\_\_.
7. CSR means \_\_\_\_\_.
8. Leadership is an element of \_\_\_\_\_.
9. \_\_\_\_\_ is an inevitable part of planning.
10. Staff refers to those elements of the organization which provide \_\_\_\_\_ to the line.

(10 × 1 = 10 marks)

### Part II (Short Answer Questions)

*Answer any eight questions.*

11. Define planning.
12. Define staffing.
13. Define man power planning.
14. Define scientific management.
15. What is meant by productivity ?
16. What is meant by business environment ?
17. What is meant by ethical management ?
18. What is meant by work ethos ?
19. Define span of control.
20. What is scalar chain ?

(8 × 2 = 16 marks)

### Part III (Short Essays)

*Answer any six questions.*

21. Explain the elements of directing.
22. "Management is both Science and Art"—Comment.
23. Discuss the process of decision-making.
24. Elaborate on the significance of organizational culture.
25. How is the business responsible towards it's environment ?
26. Explain the different P's in work ethics.
27. Explain different styles of leadership.
28. Discuss Gandhian ethics.

(6 × 4 = 24 marks)

**Part IV (Long Essays)**

*Answer any two questions.*

29. Explain the process of Controlling. What is the link between planning and controlling ?
30. Explain the significance of values in management and the role of organizational culture in business ethics.
31. Elaborate on Maslow's Need Hierarchy Theory.

(2 × 15 = 30 marks)