

C 32887

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Name.....

Reg. No.....

FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2017

(CUCBCSS—UG)

Core Course

BBA 1B 01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)

Answer all ten questions.

Choose the correct answer :

1. Who is called the Father of Scientific management ?
 - (a) F.W. Taylor.
 - (b) Henry Fayol.
 - (c) Hawthorne.
 - (d) Elton Mayo.
2. Luther Gullick described functions of management as _____.
 - (a) PODSCORB.
 - (b) POSDCORB.
 - (c) POCSCROB.
 - (d) PODSORB.
3. _____ is the activity of influencing people to strive willingly for a group of objectives.
 - (a) Motivation.
 - (b) Leadership.
 - (c) Communication.
 - (d) None of these.
4. _____ deals with the right actions of individuals.
 - (a) Sincerity.
 - (b) Rules.
 - (c) Ethics.
 - (d) All of these.
5. _____ specifies methods for reporting violations, disciplinary action for violations and the structure of the due process to be followed.
 - (a) Business ethics.
 - (b) Code of ethics.
 - (c) Codes of conduct.
 - (d) All of these.

Turn over

Fill in the blanks :

6. _____ is regarded as one of the major contributions made by Peter F Drucker to the management discipline.
7. _____ is the achievement of orderly group efforts and unity of action in pursuit of a common purpose.
8. _____ leadership gives complete freedom to subordinates.
9. The traits or qualities that are considered as valuable are known as _____.
10. _____ is primarily concerned with the relationship of business goals and techniques to specifically human ends.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any eight out of the ten questions in two or three sentences.

11. Define management.
12. What is planning ?
13. Define organising.
14. What do you mean by centralisation ?
15. Define management by objectives.
16. Define ethics.
17. What are values ?
18. What is work ethos ?
19. Define co-ordination.
20. What do you understand by controlling ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any six out of the eight questions in about 200 words.

21. What are the characteristics of management ?
22. What are the main functions of top level management ?
23. What are the features of planning ?
24. What are the functions of a leader ?
25. What are the important characteristics of business ethics ?

26. Explain the role of organisation culture in ethics.
27. Explain the steps of selection process.
28. What are the basic principles of direction?

(6 × 4 = 24 marks)

Part IV (Essay Questions)

Answer any two out of the three questions in about 800 words.

29. Write a short essay on Henry Fayol's contribution to modern management.
30. Explain the planning process.
31. Discuss the Theories of motivation.

(2 × 15 = 30 marks)