

D 52673

(Pages : 3)

Name

Paranour P.O.

Reg. No.

Acc. No.



FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2018

(CUCBCSS—UG)

Core Course

BCM 1B 01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer all the questions.
Each question carries 1 mark.*

1. The two factor theory of Motivation was developed by _____.
 - (a) A.H. Maslow.
 - (b) Douglas Mc. Gregor.
 - (c) Herzberg.
 - (d) Rensis Likert.
2. Authority flows from :
 - (a) Top to Bottom.
 - (b) Bottom to top.
 - (c) Horizontally.
 - (d) All of these.
3. A superior cannot delegate :
 - (a) Authority.
 - (b) Responsibility.
 - (c) Duty.
 - (d) None of these.
4. _____ Communication is also known as Grape wine.
 - (a) Formal.
 - (b) Informal.
 - (c) Lateral.
 - (d) None of these.
5. _____ are the principles, which govern and guide business people to perform business functions.
 - (a) Business ethics.
 - (b) Code of conduct.
 - (c) All of these.
 - (d) None.
6. In _____ type of organization, workers receive instructions from various specialists.
7. MBO stands for _____.

Turn over

8. Theory X and Theory Y was developed by _____.
9. Management may be called as _____ science.
10. The principles of Scientific Management were more concerned with the problems at the _____ levels.

(10 × 1 = 10 marks)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. What is staffing ?
12. What do you mean by the principle 'discipline' in management ?
13. What is strategic plan ?
14. What is centralization ?
15. What is co-ordination ?
16. What do you mean by code of ethics in business ?
17. Define Management.
18. What is MBO ?
19. What is organization culture ?
20. What do you mean by Line Organization ?

(8 × 2 = 16 marks)

Part C

Answer any six questions.

Each question carries 4 marks.

21. What is planning ? State the objectives of planning.
22. State the concept of universality of management.
23. What is Theory Y of motivation ?
24. "Good business ethics promote good business". Discuss.
25. Is management a science ? Explain, why.

26. What is functional organization ?
27. Briefly discuss the steps involved in a selection process.
28. Discuss Maslow's Need Hierarchy Theory of Motivation.

(6 × 4 = 24 marks)

Part D

Answer any two questions.

Each question carries 15 marks.

29. What is management ? Discuss the different schools of management thought.
30. What are the different types of organization structure ? Discuss the advantages and disadvantages of Line and Staff organization and Functional organization.
31. What are the qualities required for a successful leader ? Discuss different leadership styles.

(2 × 15 = 30 marks)