

D 53485

(Pages : 2)

Name.....

Reg. No.....

**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.

(2 × 4 = 8 weightage)