

D 73676

42
(Pages : 3)

Name.....

Reg. No.....

**FIRST SEMESTER B.Com./B.B.A. DEGREE (SUPPLEMENTARY/
IMPROVEMENT) EXAMINATION, NOVEMBER 2014**

(U.G.-CCSS)

Core Course

BC 1B 01/BB 1B 01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS

Time : Three Hours

Maximum : 30 Weightage

Part A

Answer all twelve questions.

I. Choose the most appropriate answer :

1 Management is the crucial factor in economic and social development :

- (a) Peter F. Drucker. (b) F.W. Taylor.
(c) Urwick and Brech. (d) Joseph Massie.

2 A process of influencing and supporting others to work enthusiastically towards a driving objectives :

- (a) Communication. (b) Leadership.
(c) Morale. (d) Planning.

3 Which one of the following element is not a barrier to effective planning ?

- (a) External inflexibilities. (b) Problems of rapid change .
(c) Internal inflexibilities. (d) Primary.

4 Global beliefs across a variety of situations :

- (a) Values. (b) Motivation.
(c) Leadership. (d) Society.

II. Fill up the blanks :

- 5 _____ used the term MBO first in his book practices of management in 1954.
6 _____ is the father of modern management.
7 _____ is the key to planning process.
8 PERT is _____.

Turn over

III. Match the following :—

A		B
9 ABC analysis	—	Heizbeig.
10 POSDCORB	—	Mayo.
11 Hawthorne experiment	—	Inventory control.
12 Motivation theory	—	Luther Gullick.

(12 × ¼ = 3 weightage)

Part B

*Answer the following in one or two sentences each.
Each question carries a weightage of 1.
Answer all questions.*

- 13 What is process of management ?
- 14 Explain the meaning of planning.
- 15 What do you mean by Free reins leadership ?
- 16 Define Communication.
- 17 What is decentralisation ?
- 18 What is forecasting ?
- 19 Expand EOQ ?
- 20 What do you mean by social responsibility ?
- 21 Explain Macro environment.

(9 × 1 = 9 weightage)

Part C

*Answer any five in one or two paragraphs each.
Each question carries a weightage 2.*

- 22 Management is a science. Explain.
- 23 What are the qualities of a good leader.
- 24 Explain management information system.
- 25 Explain in ZBB.
- 26 Briefly discuss social responsibility model.

27 What are the factors which affects the ethical behaviour ?

28 Discuss manpower planning.

(5 × 2 = 10 weightage)

Part D

*Answer any two questions.
Each question carries a weightage of 4.*

29 Differentiate management and administration.

30 Define motivation ? Explain Maslows need Hierarchy theory.

31 What is selection process ? Explain the steps followed in selection procedure.

(2 × 4 = 8 weightage)