



K18U 2217

Reg. No. :

Name :

**I Semester B.Com. Degree (CBCSS-Reg./Supple./Improv.) Examination,
November 2018**

Core Course in B.Com.

**1B01COM : MANAGEMENT CONCEPTS AND PRINCIPLES
(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 40

PART – A

I. Answer **all** questions. **Each** carries $\frac{1}{2}$ mark.

- 1) MBE stands for
- 2) Line organization is otherwise called as
- 3) PERT stand for
- 4) _____ is looking into the future.

(4×½=2)

PART – B

II. Answer **four** questions. **Each** carries **one** mark.

- 5) What is motion study ?
- 6) What is unity of command ?
- 7) What is Theory X of motivation ?
- 8) What is span of control ?
- 9) What is departmentalization ?
- 10) What is environmental analysis ?

(4×1=4)

PART – C

III. Answer **any six** questions (**not exceeding one page**). **Each** carries **three** marks.

- 11) What are the functions of management ?
- 12) Explain Maslow's Need Hierarchy theory of motivation.
- 13) Discuss the importance of planning.
- 14) What do you mean by standing plans ?

P.T.O.



- 15) What are the sources of recruitment ?
- 16) Discuss formal and informal organization.
- 17) What is delegation of authority ?
- 18) Briefly discuss the essentials of an effective control system. (6×3=18)

PART – D

IV. Answer **any two** questions. **Each** carries **eight** marks.

- 19) What is organizing ? What are the different types of organization ?
 - 20) What is planning ? Explain the steps involved in a planning process.
 - 21) What do you mean by leadership ? Discuss the different types of leadership styles. (2×8=16)
-