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Name.....

Reg. No.....

FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION  
NOVEMBER 2020

(CBCSS)

B.Com.

BCM 1B 01—BUSINESS MANAGEMENT

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

*Answer at least ten questions.*

*Each question carries 3 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

1. Define Administration.
2. ✓ What is management by participation ?
3. ✓ What is Organising in management ?
4. Differentiate intrinsic motivation from extrinsic motivation.
5. What are the leadership theories in management ?
6. ✓ What do you mean by co-ordination ?
7. ✓ What is ethics in business ?
8. What do you mean by values ?
9. What is the difference between corporate social responsibility and ethics ?
10. ✓ Why is corporate citizenship important ?
11. ✓ What is corporate governance ?
12. ✓ What is functional departmentation ?
13. ✓ Define "Kaizen".

Turn over

14. ✓ What is MIS ?  
15. What is Gamification ?

(10 × 3 = 30 marks)

### Section B

*Answer at least five questions.  
Each question carries 6 marks.  
All questions can be attended.  
Overall Ceiling 30.*

16. Differentiate management from administration.  
17. What are the elements of business eco-system ?  
18. What do you mean by fishbone diagram ? What are its advantages ?  
19. ✓ Discuss the major stress management techniques.  
20. Write a short note on the history of CSR.  
21. What are the key ethical issues in international business ?  
22. What are the major barriers in communication ?  
23. What is delegation and what is its importance ?

(5 × 6 = 30 marks)

### Section C

*Answer any two questions.  
Each question carries 10 marks.*

24. Define Management and state what are its features.  
25. Discuss the contributions of McGregor.  
26. What are the factors influencing business ethics ?  
27. What are the major principles of leadership ?

(2 × 10 = 20 marks)