

D 32181

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Name.....

Reg. No.....

**FIRST SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2022**

B.Com.

BCM 1B 01—BUSINESS MANAGEMENT

(2017 and 2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

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

Fill in the blanks :

1. _____ reduces the burden of executives.
2. The act of stimulating someone to take a desired course of action is known as _____.
3. The social system thought was professed by _____.
4. When more salary is given, it is _____ incentive.
5. _____ means telling people what to do and see that they do it in the possible manner.

Choose the correct answer :

6. Scientific management is developed by :

- | | |
|------------------|--------------------|
| (a) Henry Fayol. | (b) Peter Drucker. |
| (c) F W Taylor. | (d) Philip Kotler. |

7. Chain of command means :

- | | |
|---------------|---------------------------------|
| (a) An order. | (b) Plan of who report to whom. |
| (c) Decree. | (d) Directive. |

8. Total quality management should be :

- | | |
|------------------------|------------------------|
| (a) Product oriented. | (b) Customer oriented. |
| (c) Industry oriented. | (d) All of the above. |

Turn over

9. Which function is regarded as the essence of management ?
- (a) Co-ordinating. (b) Planning.
(c) Staffing. (d) Directing.
10. How many principles of management were given by Henry Fayol ?
- (a) 12. (b) 13.
(c) 22. (d) 14.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

*Answer any **eight** questions.
Each question carries 2 marks.*

11. Describe business ethics.
12. Describe the limitations of control.
13. What is vertical co-ordination ?
14. What is management by participation ?
15. What do you mean by delegation ?
16. Explain planning premises.
17. What do you mean by organisation manual ?
18. What is span of management ?
19. What do you mean by quality circle ?
20. What do you mean by grapevine ?

(8 × 2 = 16 marks)

Part C

*Answer any **six** questions.
Each question carries 4 marks.*

21. Explain the process of MBO
22. What are the elements of communication ?
23. Explain the nature of control.

24. Briefly explain the steps involved in planning process.
25. Explain the assumptions of Theory Y.
26. Describe the arguments against business ethics.
27. What are the methods of departmentation ?
28. What are the features of co-ordination ?

(6 × 4 = 24 marks)

Part D

*Answer any **two** questions.
Each question carries 15 marks.*

29. What do you mean by communication ? Explain the process and barriers of communication.
30. What is social responsibility of management ? Explain arguments for and against social responsibility.
31. Discuss the social responsibility of business towards different sections of society.

(2 × 15 = 30 marks)