

FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2016

(CUCBCSS—UG)

Core Course

BBA 1B 01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS

Time : Three Hours

Maximum : 80 Marks

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

1. _____ is the process of completing activities effectively with and through other people.
 - (a) Leading.
 - (b) Controlling.
 - (c) Management.
 - (d) Supervision.
2. Effectiveness is synonymous with _____.
 - (a) Cost minimization.
 - (b) Resource control.
 - (c) Goal attainment.
 - (d) Efficiency.
3. _____ was the French industrialist who identified the basic management functions.
 - (a) Webber.
 - (b) Taylor.
 - (c) Fayol.
 - (d) Herzberg.
4. A manager performing conflict resolution among organization function is performing which function _____.
 - (a) Organizing.
 - (b) Leading.
 - (c) Controlling.
 - (d) Staffing.
5. Managers with finest _____ skills are able to get best out of their people.
 - (a) Human skills.
 - (b) Conceptual skills.
 - (c) Technical skills.
 - (d) Visual skills.
6. Management is :
 - (a) An art.
 - (b) Science.
 - (c) Both.
 - (d) None.

Turn over

7. Honesty and fairness relate to the general _____ of decision makers.
- (a) Trustworthiness. (b) Ethics.
(c) Employability. (d) Moral attributes.
8. An employee for Acme, Inc., has been asked to carry out an assignment that she believes is wrong. This situation can be classified as :
- (a) Ethical. (b) Unethical.
(c) An ethical issue. (d) A dilemma.
9. A whistle blower is an employee who _____.
- (a) Exposes organizational wrongdoing.
(b) Complains a lot to company management.
(c) Engages in unethical behaviour.
(d) Referees disputes with other employees.
10. The application of ethical principles rather than actual specified actions would refer to :
- (a) Ethical standards. (b) Ethical dilemmas.
(c) Morality. (d) Virtue ethics.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

*Answer any **eight** questions.*

Each question carries 2 marks.

11. Define business ethics.
12. What is meant by the phrase CSR ?
13. Define the term stakeholder.
14. Define terminal values.
15. Define Scientific Management.
16. Define encoding,
17. Explain the term external environment.
18. What is Globalization ?

19. Define quantitative approach to management.
20. What is E-business ?

(8 × 2 = 16 marks)

Part III (Short Essays)

Answer any six questions.

Each question carries 4 marks.

21. Explain the term 'budget' as a type of plan.
22. Explain the concept 'delegation of authority'.
23. Define the two factor theory of motivation.
24. Elaborate the concept of democratic leadership.
25. Describe the relevance of 'ethos' in management.
26. Are business ethics, corporate responsibility and different ? Sustainability.
27. Explain the relationship between leaders and followers ?
28. Distinguish between leadership and management.

(6 × 4 = 24 marks)

Part IV (Long Essays)

Answer any two questions.

Each question carries 15 marks.

29. What is ethics ? What are some common ethical issues ? Why do business people need it ?
30. What is MBO ? Explain the steps involved in MBO. State its advantages.
31. Explain McGregor's theory and its importance in motivation.

(2 × 15 = 30 marks)