

FIRST SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2014

(CUCBCSS-UG)

Core Course

BC IB 01 MANAGEMENT CONCEPTS AND BUSINESS ETHICS

Time : Three Hours

Maximum : 80 Marks

Part A*Answer **all** the questions.**Each question carries 1 mark.*

1. Authority and responsibility are _____ to each other.
(a) Supplementary. (b) Complementary.
(c) Contradictory. (d) None.
2. Theory X and Theory Y was developed by _____.
(a) A.H.Maslow. (b) Douglas Mc Gregor.
(c) Herzberg. (d) Rensis Likert.
3. _____ is an example of internal source of recruitment.
(a) Advertisement. (b) Trade unions.
(c) Employment exchange. (d) Promotion.
4. _____ is highly suitable for large organizations having large number of managerial personnel at different levels.
(a) Centralization. (b) Decentralization.
(c) Departmentalization. (d) All of these.
5. MBO stands for ?
(a) Management of Business Objectives.
(b) Management by Objectives.
(c) Managing Business Operations.
(d) None of these.
6. _____ is acknowledged as "the father of scientific management".
7. _____ principle states that an employee should receive orders form one superior only.
8. A set of characteristics that sets one group of people apart from another is called as _____
9. The motivation - hygiene theory was proposed by _____
10. _____ is the ability of a manager to induce subordinates to work with confidence.

(10 x 1 = 10 marks)

Turn over

Part B

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

11. What is management ?
12. What is work culture ?
13. Define Motivation.
14. What is scalar chain ?
15. Expand the word 'POSDCORB'.
16. Define Controlling.
17. What is Business Ethics ?
18. Define Staffing.
19. What is meant by 'hygiene factors' ?
20. What is 'Esprit de Corps' ?

(8 x 2 = 16 marks)

Part C

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

21. Distinguish between manager and leader.
22. What are the advantages of planning ?
23. 'Value' based management is a good recipe for long-term success of a corporate'. Discuss.
24. What are the steps involved in control process ?
25. What is line and staff organization ?
26. What are the merits of internal source of recruitment ?
27. 'Management is a science and an art'. Discuss.
28. What are the qualities required for a successful leader ?

(6 x 4 = 24 marks)

Part D

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

29. Explain Henry Fayol's fourteen principles of management.
30. Explain different types of organization structure and discuss their merits and demerits.
31. What is ethical management ? Explain important principles of business ethics.

(2 x 15 = 30 marks)