

FIRST SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2015

(CUCBCSS—UG)

Core Course

BCM 1B 01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS

Time : Three Hours

Maximum : 80 Marks

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

1. _____ principle states that an employee should receive orders from one superior only.
(a) Unity of direction. (b) Unity of command.
(c) Esprit de corps. _____ (d) ~~None.~~
2. _____ developed the "Need Hierarchy Theory" to explain human behaviour within an organization.
(a) A.H.Maslow. (b) Douglas Mc. Gregor.
(c) Herzberg. _____ (d) ~~Rensis Likert.~~
3. _____ organisation arises voluntarily or due to social interaction of people.
(a) Formal. _____ (b) Informal.
(c) Line organization. (d) All of these.
4. KRA in MBO stands for _____
(a) Kerala Rural Academy. (b) Key Result Areas.
(c) Key Resources Availability. (d) None of these.
5. The word 'Ethics' is derived from Greek word _____
(a) Ethios. (b) Ethikos.
(c) Ethoes. (d) None of these.
6. The term 'value' is derived from the French word _____
7. Father of Modern Management theory is _____
8. _____ Leadership gives complete freedom to subordinates.
9. Military type of organization is also called _____
10. In _____ style of leadership a manager centralizes decision-making power in himself.

(10 x 1 = 10 marks)

Turn over

Part B

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

11. What do you mean by 'Tree-rein Leadership' ?
12. What do you mean by Span of control ?
13. What do you mean by need for Affiliation ?
14. What is Theory X of motivation ?
15. Differentiate delegation and 'Decentralization'.
16. What do you mean by business ethics ?
17. What is meant by 'values' ?
18. Define performance management.
19. What do you mean by ethics committee in an organization ?
20. What is formal organization ?

(8 x 2 = 16 mark)

Part C

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

21. What is scientific management ?
22. What are the factors responsible for poor work culture in the organization ?
23. Explain MBO and its advantage.
24. Is management an art ? Explain why ?
25. Write any two theories of motivation.
26. What do you mean by controlling ?
27. Discuss the role of organization culture in ethics.
28. Explain the different leadership styles.

(6 x 4 = 24 marks)

Part D

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

29. What do you mean by Recruitment ? State the merits and demerits of external and internal sources of recruitment.
30. What is planning ? Discuss the steps in planning process' Explain the importance of planning.
31. What is Management ? Discuss the various functions which constitute the process of management.

(2 x 15 = 30 marks)