

**FIRST SEMESTER B.Com./B.B.A. DEGREE (SUPPLEMENTARY/
IMPROVEMENT) EXAMINATION, NOVEMBER 2014****(U.G.-CCSS)****Core Course****BC 1B 01/BB 1B 01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS****Time : Three Hours****Maximum : 30 Weightage****Part A***Answer all **twelve** questions.***I. Choose the most appropriate answer :**

1 Management is the crucial factor in economic and social development :

- (a) Peter F. Drucker. (b) F.W. Taylor.
(c) **Urwick** and **Brech**. (d) Joseph Massie.

2 A process of influencing and supporting others to work enthusiastically towards a driving objectives :

- (a) Communication. (b) Leadership.
(c) Morale. (d) Planning.

3 Which one of the following element is not a barrier to effective planning ?

- (a) External **inflexibilities**. (b) Problems of rapid change .
(c) Internal **inflexibilities**. (d) Primary.

4 Global beliefs across a variety of situations :

- (a) Values. (b) Motivation.
(c) Leadership. (d) Society.

II. Fill up the blanks :

- 5 _____ used the term **MBO** first in his book practices of management in 1954.
6 _____ is the father of modern management.
7 _____ is the key to planning process.
8 **PERT** is _____

Turn over

III. Match the following :—

A

- | | |
|--------------------------------|------------------------|
| 9 ABC analysis | Heizbeig. |
| 10 POSDCORB | Mayo. |
| 11 Hawthorne experiment | Inventory control. |
| 12 Motivation theory | Luther Gullick. |

(12 x ¼ = 3 weightage)

Part B*Answer the following in one **or** two sentences each.**Each question carries a **weightage** of 1.**Answer **all** questions.*

- 13 What is process of management ?
- 14 Explain the meaning of planning.
- 15 What do you mean by Free reins leadership ?
- 16 Define Communication.
- 17 What is decentralisation ?
- 18 What is forecasting ?
- 19 Expand **EOQ** ?
- 20 What do you mean by social responsibility ?
- 21 Explain Macro environment.

(9 x 1 = 9 weightage)

Part C*Answer any **five** in one **or** two paragraphs each.**Each question carries a **weightage** 2.*

- 22 Management is a science. Explain.
- 23 What are the qualities of a good leader.
- 24 Explain management information system.
- 25 Explain in **ZBB**.
- 26 Briefly discuss social responsibility model.

27 What are the factors which affects the ethical behaviour ?

28 Discuss manpower planning.

(5 x 2 = 10 **weightage**)

Part D

*Answer any **two** questions.
Each question carries a **weightage** of 4.*

29 Differentiate management and administration.

30 Define motivation ? Explain **Maslows** need Hierarchy theory.

31 What is selection process ? Explain the steps followed in selection procedure.

(2 x 4 = 8 **weightage**)