

**D 53485**

(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION  
JANUARY 2014**

(UG—CCSS)

Core Course

BC IB 01/BB IB 01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS

Time : Three Hours

Maximum : 30 Weightage

**Part A**

*This part consists of **three** bunches of questions carrying equal weightage.  
Each bunch has **four** questions.  
Answer **all** twelve questions.*

A. Fill in the blanks :

- 1 Policy is formulated by \_\_\_\_\_
- 2 Ethical decisions are \_\_\_\_\_ in nature.
- 3 Objectives are treated as \_\_\_\_\_
- 4 \_\_\_\_\_ is otherwise called line organisation.

B. Choose the correct answer from brackets :

5 Internal policy is otherwise called as :

- |                          |                      |
|--------------------------|----------------------|
| (a) Originated policies. | (b) Specific policy. |
| (c) Written policy.      | (d) Implicit policy. |

6 One among the following is an aptitude test :

- |                       |                       |
|-----------------------|-----------------------|
| (a) Temperament test. | (b) Achievement test. |
| (c) Interest test.    | (d) Personality test. |

7 Social responsibility means responsibility to :

- |                 |                |
|-----------------|----------------|
| (a) Owners.     | (b) Employees. |
| (c) Government. | (d) Society.   |

8 The process of control ends with :

- |                                 |                             |
|---------------------------------|-----------------------------|
| (a) Measurement of performance. | (b) Analysis of deviations. |
| (c) Taking remedial action.     | (d) None of these.          |

C. Answer in *one word* :

- 9 What communication conveys message through spoken words ?
- 10 The idea or need or emotion that prompts a man into action is called.

**Turn over**

11 What denotes the extension of delegation ?

12 Which principle of organisation is based on the "No man can serve two masters at the same time" rule ?

(12 x  $\frac{1}{4}$  = 3 weightage)

### Part B

*Answer **all** nine questions in **1 or 2** sentences each.  
Each question carries a weightage of 1.*

13 What is deontological theory of business ethics ?

14 What is meant by top management ?

15 What is scalar principle ?

16 What is matrix organisation ?

17 Distinguish between ethics and business ethics ?

18 Who are Laissez-faire leaders ?

19 What do you understand by numerised plan ?

20 What do you mean by *Espirit de Corps* ?

21 What is control by exception ?

(9 x 1 = 9 weightage)

### Part C

*Answer any **five** questions.  
Each question carries a weightage of 2.  
Answer shall not exceed **one page** each.*

22 What are the types of ethics ?

23 What are the levels of management ?

24 Explain Likerts' leadership theory ?

25 Explain the Maslow's theory of motivation.

26 Distinguish between recruitment and selection ?

27 Distinguish between upward communication and downward communication ?

28 Describe the various steps involved in the process of control ?

(5 x 2 = 10 weightage)

### Part D

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

29 Describe Henry Fayol's principles of management.

30 What are the elements and principles of delegation of authority ?

31 Discuss in detail the principles of direction.

(2 x 4 = 8 weightage)