

FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2014

(CUCBCSS-UG)

Core Course

BB 1B 01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS

Time : Three Hours

Maximum : 80 Marks

Part I*Answer all questions.*

1. Father of Scientific Management ?
(a) Henry Fayol. (b) F.W. Taylor.
(c) Peter F. Drucker. (d) Mary Parker Follet.
2. Need Hierarchy Theory of Motivation was developed by :
(a) Abraham Maslow. (b) Frederic Herzberg.
(c) Alderfer. (d) Davis C. McClelland.
3. A written statement of policies and principles that guides the behavior of all employees is known as :
(a) Code of ethics. (b) Word of ethics.
(c) Ethical dilemma. (d) None of the above.
4. An empirical enquiry into the actual rules or standards of a particular group is :
(a) Normative justice. (b) Descriptive justice.
(c) Interpersonal justice. (d) None of the above.
5. What is meant by the phrase CSR ?
(a) Corporate Social Responsibility. (b) Company Social Responsibility.
(c) Corporate Society Responsibility. (d) Company Society Responsibility.
6. Business Ethics is a ~~responsibility~~.
7. ~~are norms that individual or society beliefs are right or wrong.~~
8. A leader who dictates his followers is ~~leader~~.
9. The grouping of activities to attain enterprise objective is known as _____
10. A ~~is a statement of expected results expressed in numerical terms.~~

(10 x 1 = 10 marks)

Turn over

Part II (Short Answer Questions)*Answer any **eight** questions.*

11. Define Management.
12. Define business ethics.
13. Who is a Stakeholder ?
14. What is single use plans ?
15. What is recruitment ?
16. What is delegation ?
17. Define organizational culture.
18. What is Indian ethos ?
19. Distinguish between centralization and decentralization.
20. What is meant by ethics committee ?

5

(8 x 2)

Part III (Short Essays)*Answer any **six** questions.*

21. Explain the nature of management.
22. Explain management as a process.
23. What is meant by span of control ? What are the factors affecting Span of control
24. What are the factors affecting delegation ?
25. Explain the process of Staffing.
26. Explain Herzberg's theory of Motivation.
27. Explain the significance of business Ethics.
28. What are the characteristics of a work group ?

(6x4= 24 mi..

Part IV (Long Essays)*Answer any **two** questions.*

29. Explain the process, features and benefits of MBO.
30. Elaborate the significance and process of planning.
31. Explain different kinds of Business Ethics.

(2 x 15 = 30 m