

D 92824

(Pages : 3)

Name.....

Reg. No.....

FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2015

(CUCBCSS—UG)

Core Course

BBA 1B 01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS

Time : Three Hours

Maximum : 80 Marks

Part I

Answer all questions.

1. What is meant by the phrase 'teleological ethics' ?
 - (a) Is used to judge an action is right, fair and honest.
 - (b) An action can only be judged by it's consequences.
 - (c) Developing the individual personal characteristics.
 - (d) The key purpose of ethics is to increase freedom.
2. Business ethics deals primarily with :
 - (a) Social responsibility.
 - (b) The pricing of products and services.
 - (c) Moral obligation.
 - (d) Being unfair to the competition.
3. Ethics are important because :
 - (a) Suppliers prefer to deal with ethical companies.
 - (b) Customers prefer to deal with ethical companies.
 - (c) Employees prefer to deal with ethical companies.
 - (d) All of the above.
4. One method of bringing a group to agreement is called :

(a) Proportional values.	(b) Consensus.
(c) Accordance.	(d) Conformance.
5. Maslow's theory of motivation consists of :

(a) Four stages.	(b) Five stages.
(c) Three Stages.	(d) Six stages.

Turn over

6. ~~B in PODSCORB is~~ _____
7. ~~CSR means~~ _____
8. ~~Leadership is an element of~~ _____
9. _____ ~~is an inevitable part of planning.~~
10. ~~Staff refers to those elements of the organization which provide~~ _____ ~~to the line.~~

(10 x 1 = 10 marks)

Part II (Short Answer Questions)

Answer any eight questions.

11. Define planning.
12. Define staffing.
13. Define man power planning.
14. Define scientific management.
15. What is meant by productivity ?
16. What is meant by business environment ?
17. What is meant by ethical management ?
18. What is meant by work ethos ?
19. Define span of control.
20. What is scalar chain ?

(8 x 2 = 16 marks)

Part III (Short Essays)

Answer any six questions.

21. Explain the elements of directing.
22. "Management is both Science and Art"—Comment.
23. Discuss the process of decision-making.
24. Elaborate on the significance of organizational culture.
25. How is the business responsible towards it's environment ?
26. Explain the different P's in work ethics.
27. Explain different styles of leadership.
28. Discuss Gandhian ethics.

x 4 = 24 marks)

Part IV (Long Essays)

*Answer any **two** questions.*

29. Explain the process of Controlling. What is the link between planning and controlling ?
30. Explain the significance of values in management and the role of organizational culture in business ethics.
31. Elaborate on Maslow's Need Hierarchy Theory.

(2 x 15 = 30 marks)