

D 73014

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Name.....

Reg. No.....

FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

(CUCBCSS—UG)

B.Com.

BCM 1B 01—BUSINESS MANAGEMENT

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all the questions.

Each question carries 1 mark.

Fill in the blanks :

1. ——— approach of management heavily concentrates on 'people' aspect of management.
2. ——— are the goals, aims or purposes that organisation wish to achieve over varying periods of time.
3. Standard costing is used to control the ———.
4. ISO stands for ———.
5. ——— provides all relevant information needed by managers at different levels for taking correct decisions.

Choose the correct answers :

6. Koontz and O Donnel are the advocates of ——— approach to management.
(a) System approach. (b) Empirical.
(c) Contingency. (d) Operational.
7. Authoritarian style of leadership is also known as ———.
(a) Participative. (b) Autocratic.
(c) Free rein. (d) None of these.
8. A certain look or glance is an example of :
(a) Verbal communication. (b) Oral communication.
(c) Written communication. (d) Non-verbal communication.
9. TQM focuses on ———.
(a) Employee. (b) Customer.
(c) Both (a) and (b). (d) None of these.

Turn over

10. _____ refers co-ordination between activities of a manager and his subordinates.

- (a) Vertical co-ordination. (b) Horizontal co-ordination.
(c) Diagonal co-ordination. (d) None of these.

(10 × 1 = 10 marks)

Part B

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

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| 11. What is MBE ? | 12. What is quality circle ? |
| 13. What is 'organisational structure' ? | 14. What is authority ? |
| 15. What is CPM ? | 16. What is globalisation ? |
| 17. What is CSR ? | 18. What is stress management ? |
| 19. What is departmentation ? | 20. What is fatigue study ? |

(8 × 2 = 16 marks)

Part C

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

21. What are the functions of management according to Henry Fayol ?
22. Explain the process involved in WPM.
23. What is MBM ? Explain briefly any two motivational methods used in an organisation to motivate employees.
24. What are the important barriers of planning ?
25. Explain 'Maslow's need hierarchy'.
26. What is business ethics ? Explain briefly the objectives of ethics in business.
27. Define Logistics. What are the objective of logistics ?
28. Explain CSR towards different stakeholders.

(6 × 4 = 24 marks)

Part D

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

29. Explain the meaning and scope of management. Briefly explain the evolution of management thought.
30. What are the main features of control ? Explain the various techniques used in organisation.
31. Define TQM. Explain the important tools used in TQM.

(2 × 15 = 30 marks)