

C 32884

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Name.....

Reg. No.....

FIRST SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2017

(CUCBCSS—UG)

Core Course

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. The management principle which says that authority and responsibility flows _____.
2. Two Factor Theory is also known as _____.
3. CPM stands for _____.
4. Where was the TQM emerged _____.
5. The content of the communication is called _____.

Choose the correct answer :

6. The author of the famous Book " general and Industrial Management " is :
(a) Henry Fayol. (b) F. W. Taylor.
(c) Henry Gantt. (d) Chester Barnard.
7. Operational guides to action is known _____.
(a) Policies. (b) Procedures.
(c) Plan. (d) None of these.
8. _____ is the process of selecting one best alternatives from different alternatives.
(a) Planning. (b) Organising.
(c) Decision-making. (d) Forecasting.
9. _____ leadership is also referred as fatherly leadership.
(a) Autocratic. (b) Participative.
(c) Free rein. (d) Paternalistic.
10. CPM Method of control was developed by :
(a) Due de meemoues Co. (b) De pont Co.
(c) Gast Niksons Chart. (d) None of these.

(10 × 1 = 10 marks)

Turn over

Part B

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

11. What is MBO ?
12. What are incentives ?
13. What is PERT ?
14. What is PDCA cycle ?
15. What is TPM ?
16. What is Espirit de corps ?
17. What is logistics ?
18. What is fish bone diagram ?
19. Define business ecosystem.
20. What is grapevine communication ?

(8 × 2 = 16 marks)

Part C

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

21. Explain briefly merits of scientific management.
22. Explain the 'Hawthorne studies'.
23. Explain MBO and its advantages.
24. Write a note on motivation of employees by management.
25. Distinguish between policy and strategy.
26. What are the differences between line organisation and functional organisation.
27. Explain theory X and theory Y.
28. Explain briefly various leadership styles.

(6 × 4 = 24 marks)

Part D

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

29. What is management ? Explain various schools of management thoughts developed From time to time.
30. What is corporate social responsibility ? Explain the arguments against and in favour of corporate responsibility.
31. Define Leadership. Explain the various leadership theories.

(2 × 15 = 30 marks)