

C 32887

(Pages : 3)

Name.....

Reg. No.....

FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2017

(CUCBCSS—UG)

Core Course

BBA 1B 01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)

Answer all ten questions.

Choose the correct answer :

1. Who is called the Father of Scientific management ?
(a) F.W. Taylor. (b) Henry Fayol.
(c) Hawthorne. (d) Elton Mayo.
2. Luther Gullick described functions of management as _____.
(a) PODSCORB. (b) POSDCORB.
(c) POCSCROB. (d) PODSORB.
3. _____ is the activity of influencing people to strive willingly for a group of objectives.
(a) Motivation. (b) Leadership.
(c) Communication. (d) None of these.
4. _____ deals with the right actions of individuals.
(a) Sincerity. (b) Rules.
(c) Ethics. (d) All of these.
5. _____ specifies methods for reporting violations, disciplinary action for violations and the structure of the due process to be followed.
(a) Business ethics. (b) Code of ethics.
(c) Codes of conduct. (d) All of these.

Turn over

Fill in the blanks :

6. _____ is regarded as one of the major contributions made by Peter F Drucker to the management discipline.
7. _____ is the achievement of orderly group efforts and unity of action in pursuit of a common purpose.
8. _____ leadership gives complete freedom to subordinates.
9. The traits or qualities that are considered as valuable are known as _____.
10. _____ is primarily concerned with the relationship of business goals and techniques to specifically human ends.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any **eight** out of the ten questions in two or three sentences.

11. Define management.
12. What is planning ?
13. Define organising.
14. What do you mean by centralisation ?
15. Define management by objectives.
16. Define ethics.
17. What are values ?
18. What is work ethos ?
19. Define co-ordination.
20. What do you understand by controlling ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any **six** out of the eight questions in about 200 words.

21. What are the characteristics of management ?
22. What are the main functions of top level management ?
23. What are the features of planning ?
24. What are the functions of a leader ?
25. What are the important characteristics of business ethics ?

26. Explain the role of organisation culture in ethics.
27. Explain the steps of selection process.
28. What are the basic principles of direction?

(6 × 4 = 24 marks)

Part IV (Essay Questions)

Answer any two out of the three questions in about 800 words.

29. Write a short essay on Henry Fayol's contribution to modern management.
30. Explain the planning process.
31. Discuss the Theories of motivation.

(2 × 15 = 30 marks)