

**FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2018**

(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. Two Factor Theory is also known as \_\_\_\_\_.
2. PERT stands for \_\_\_\_\_.
3. \_\_\_\_\_ mean of a code of conduct.
4. Ethics is \_\_\_\_\_ science.
5. \_\_\_\_\_ is the process by which the receiver interprets the symbols used by the source of message by converting them into concepts and ideas.

Choose the Correct answer :

6. According to \_\_\_\_\_ principle, each group of activities with the same objective must have one head and one plan.  
(a) Unity of direction. (b) Unity of command.  
(c) Decentralisation. (d) None.
7. The book "Practice of Management " was written by \_\_\_\_\_.  
(a) C. K. Prahlad. (b) Peter F Drucker.  
(c) Henry Fayol. (d) F. W. Taylor.
8. \_\_\_\_\_ is a sequence of activities to be undertaken for implementing the policies and achieving the objectives of an enterprise.  
(a) Procedures. (b) Programme.  
(c) Rule. (d) Plans.

**Turn over**

9. ——— is an internally recognised Quality Management System.
- (a) ISO 9001. (b) ISO 14001.
- (c) ISO 2014. (d) None of these.
10. The sub-function of direction ———.
- (a) Supervision. (b) Planning.
- (c) Motivation. (d) Recruitment.

(10 × 1 = 10 marks)

### Part B

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

11. What is MBM ?
12. What is motion study ?
13. What is scalar chain ?
14. What is line and staff organisation ?
15. What are non-financial incentives ?
16. Write any *two* qualities of a leader.
17. What is horizontal communication ?
18. Define business ethics.
19. What is Kaizen ?
20. What is Quality Circle ?

(8 × 2 = 16 marks)

### Part C

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

21. Explain the contribution of Mary Parker Follet.
22. What is decision-making ? Explain briefly the steps required to take an appropriate decision.
23. Differentiate between decentralization and delegation “the informal organisation needs to be strong enough to supportive, but not strong enough to dominate”. Discuss.

24. Explain briefly the styles of leadership.
25. Define Control. What are the main features of control ?
26. Explain the barriers of communication.
27. What are the situations in which advertisement is considered as unethical ?
28. What are the causes of stress at work ?

(6 × 4 = 24 marks)

#### **Part D**

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

29. Explain the importance of management. Discuss the concept “management as profession”.
30. Explain the meaning and importance of Motivation, explain briefly the important theories of motivation.
31. What is business ethics ? Explain the objectives and scope of business ethics.

(2 × 15 = 30 marks)