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(Pages : 4)

Name.....

Reg. No.....

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

(CUCBCSS—UG)

Core Course

BCM 1B 01—BUSINESS MANAGEMENT

(2017 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes

Total No. of Questions : 20

Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BCM 1B 01—BUSINESS MANAGEMENT
(Multiple Choice Questions for SDE Candidates)

1. ISO emphasis on :
(A) Prevention. (B) Inspection.
(C) Rejection. (D) All the above.
2. _____ is an internationally recognised Quality Management System.
(A) ISO 9001. (B) ISO 14001.
(C) ISO 2014. (D) None.
3. Tools of TQM _____.
(A) Process maps. (B) Benchmarking.
(C) Force field analysis. (D) All the above.
4. _____ means a process of stimulating people to action to accomplish desired goals.
(A) Motivation. (B) Leadership.
(C) Communication (D) None of these.
5. Maslow's theory of motivation is _____.
(A) Theory X and Y. (B) Two Factor Theory.
(C) Achievement Theory. (D) None of these.
6. _____ needs are need for survival.
(A) Safety. (B) Esteem.
(C) Social. (D) Physiological.
7. In _____ type of organization, workers receive instructions from various specialists.
(A) Line. (B) Functional.
(C) Informal. (D) None.

8. _____ is an example of internal source of recruitment.
- (A) Advertisement. (B) Trade unions.
(C) Employment exchange. (D) Promotion.
9. The word Ethics is derived from Greek word _____.
- (A) Ethios. (B) Ethikos.
(C) Ethoes. (D) None.
10. What is meant by the phrase CSR ?
- (A) Corporate Social Responsibility. (B) Company Social Responsibility.
(C) Corporate Society Responsibility. (D) Company Society Responsibility.
11. The four types of social responsibility include :
- (A) Legal, philanthropic, economic and ethical.
(B) Ethical, moral, social and economic.
(C) Philanthropic, justice, economic and ethical.
(D) Legal, moral, ethical and economic.
12. Which of the following statements best describes Corporate Social Responsibility ?
- (A) A corporation's requirement to make as much profit as possible.
(B) A corporation's obligation to society that goes beyond the requirements of the law and economics to take into account the social and environmental impact of its decisions.
(C) A corporation's obligation to consider the impact of its decisions on the environment.
(D) The duty of care a corporation has to its employees and customers.
13. The word moral is derived from the Latin word _____.
- (A) Moralis. (B) Morilitic.
(C) Monatic. (D) None.
14. The main purpose of business ethics is to ?
- (A) Understanding ethical uncertainties.
(B) Principles and concepts.
(C) Application of practices.
(D) All of the above.

Turn over

15. _____ is primarily concerned with the relationship of business goals and techniques to specifically human ends.
- (A) Business ethics. (B) Code of conduct.
(C) All of these. (D) None.
16. _____ leader tries to make the subordinates to feel that they are actually participating in decision-making even though he had already taken the decision.
- (A) Participative. (B) Free rein.
(C) Manipulative autocrat. (D) None of these.
17. Participative leadership is also referred to as _____ leadership.
- (A) Democratic. (B) Consultative.
(C) Ideographic. (D) All of these.
18. _____ approach of management heavily concentrates on 'People' aspect of management.
- (A) Human relations. (B) System.
(C) Empirical. (D) Management science.
19. _____ helps to determine a fair day's work and rest period to complete it.
- (A) Work study. (B) Time study.
(C) Motion study. (D) All of these.
20. _____ is that phase of business enterprise that concerns itself with the overall determination of institutional objectives and the policies necessary to be followed in achieving those objectives.
- (A) Management. (B) Administration.
(C) Both of these. (D) None.

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(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 polices 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)