

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

(CUCBCSS—UG)

Core Course

BBA 1B 01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS

Time : Three Hours

Maximum : 80 Marks

Part A (Objective Questions)*Answer all ten questions.**Each question carries 1 mark.*

Choose the correct answer :

1. The principles of scientific Management are more concerned with the problems at the _____ levels.
(a) Higher levels. (b) Middle.
(c) Operating. (d) None.
2. _____ is considered as the primary function of management.
(a) Organizing. (b) Planning.
(c) Staffing. (d) Controlling.
3. _____ is the process of comparing actual performance with the standard and taking corrective Action.
(a) Controlling. (b) Management.
(c) Planning. (d) Co-ordination.
4. A leader should have _____.
(a) Technical Knowledge. (b) Empathy.
(c) Initiative. (d) All of these.
5. The first step in the holistic process of management is _____.
(a) Define the whole under management.
(b) Develop a written goal statement.
(c) Assess current situation.
(d) Brainstorming to achieve goal.

Turn over

Fill in the blanks :

6. _____ is highly suitable for large organizations having large number of managerial personnel at different levels.
7. The two factor theory of Motivation was developed by _____.
8. _____ refers to the number of subordinates who can be managed effectively by a supervisor.
9. _____ is a new framework for decisions-making on all levels that is based on resource management of the whole.
10. _____ are the principles, which govern and guide business people to perform business functions.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

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

Each question carries 2 marks.

11. Define Management.
12. What do you mean by centralisation ?
13. What are values ?
14. What do you understand by controlling ?
15. What is decentralisation ?
16. What is ethics ?
17. What is leadership ?
18. Define Motivation.
19. What is management by objectives ?
20. What is business ethics ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

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

Each question carries 4 marks.

21. What are the characteristics of management ?
22. What are the functions of a leader ?
23. Explain the steps of selection process.
24. What are the main functions of lower level management ?
25. Discuss the features of management by objectives.

26. Discuss the holistic approach for managers in decision-making.
27. What are the levels of management ?
28. Discuss the principles of business ethics.

(6 × 4 = 24 marks)

Part D (Essay Questions)

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

Each question carries 15 marks.

29. Write a short essay on Henry Fayol's contribution to modern management.
30. Define Management. Explain the scope of management.
31. Explain the steps in planning.

(2 × 15 = 30 marks)