

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)