

D 93703

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Name.....

Reg. No.....

**FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS)

B.Com.

BCM 1B 01—BUSINESS MANAGEMENT

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

Fill in the blanks :

1. 'B' in POSDCORB is _____.
2. _____ is the work assigned to a position or function.
3. Number of people one can supervise directly is called _____.
4. Management process school of approach to management was developed by _____.
5. In line organisation, authority flows from _____.

Choose the correct answer :

6. The term Gang Boss is used in :

- | | |
|----------------------------------|------------------------------|
| (a) Line organisation. | (b) Functional organisation. |
| (c) Line and staff organisation. | (d) Project organisation. |

7. A procedure is a guide to :

- | | |
|----------------------------|----------------|
| (a) Taking action. | (b) Thinking. |
| (c) Implementing decision. | (d) All these. |

8. Ethics are related to :

- | | |
|-------------------------------|-----------------------|
| (a) Code of conduct. | (b) Value system. |
| (c) Inter personal relations. | (d) All of the above. |

Turn over

9. Who is known as the father of scientific management ?

- (a) Henry Fayol. (b) F. W. Taylor.
(c) Elton Mayo. (d) Rensis Likert.

10. Centralisation involves :

- (a) Delegation of authority. (b) Dispersal of power.
(c) Division of work. (d) Concentration of power.

(10 × 1 = 10 marks)

Part B

Answer any **eight** questions.

Each question carries 2 marks.

11. Describe universality of management.
12. What is written communication ?
13. Who is a Laissez-Faire leader ?
14. What is predictive control ?
15. What are the components of planning ?
16. What is centralisation of authority ?
17. What do you mean by kaizen ?
18. What is time study ?
19. What is whistle blowing ?
20. Define MBO.

(8 × 2 = 16 marks)

Part C

Answer any **six** questions.

Each question carries 4 marks.

21. What do you mean by unity of command ? How it differs from unity of direction ?
22. Explain MBE.
23. What are the principles of business ethics ?
24. "Management is what a manager does." Explain briefly.

25. Explain TQM.
26. What are the elements of communication ?
27. Explain project organization.
28. Explain the techniques of co-ordination.

(6 × 4 = 24 marks)

Part D

Answer any two questions.

Each question carries 15 marks.

29. What do you mean by corporate social responsibility ? Give the arguments for and against social responsibility.
30. Explain the contributions of Henry Fayol to the development of management.
31. Explain different styles of leadership.

(2 × 15 = 30 marks)