

FIRST SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2016

(CUCBCSS—UG)

Core Course

BCM 1B 01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer all questions.
Each question carries 1 mark.*

(A) Choose the correct answer :

- 1 Span of control means that :
 - (a) An organisation consists of various departments.
 - (b) Each person's authority is clearly defined.
 - (c) Every subordinate has one superior.
 - (d) A manager can supervise only a limited number of subordinates.
- 2 M.B.O is a technique which requires that objectives of the enterprise :
 - (a) Be written and defined in broad terms.
 - (b) Lay down the time period for achieving the results.
 - (c) Induce a plan of action for achieving the desired results.
 - (d) Be defined in terms of measurable results.
- 3 Effective managerial performance is dependent on all but the manager's :
 - (a) Degree of motivation.
 - (b) Work environment.
 - (c) Size of staff.
 - (d) Competence.
- 4 Planning and policy making are essentially functions of :
 - (a) Top management.
 - (b) Middle management.
 - (c) Operating management.
 - (d) Entire staff.
- 5 Which of the following is a barrier to co-ordination :
 - (a) Dual subordination.
 - (b) Both (a) and (b).
 - (c) Lack of co-operation.
 - (d) Efficient use of resources.

Turn over

(B) Fill in the blanks :

- 6 Theory of 'X' and Theory of 'Y' of motivation was propounded by _____.
- 7 Basis of controlling is _____.
- 8 _____ is considered as father of general management.
- 9 _____ is the heart of management process.
- 10 Departmental planning is done by _____ level management.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

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

- 11 What is Organisational structure ?
- 12 What is Strategy ?
- 13 What is meant by a derivative plan ?
- 14 What is Recruitment ?
- 15 Define Co-ordination.
- 16 Why management is regarded as an ongoing activity ?
- 17 What do you mean by Placement ?
- 18 Differentiate between management and administration ?
- 19 What is Esteem need ?
- 20 What is meant by Human Resource Planning ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

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

- 21 State the factors affecting decentralization.
- 22 What are the practical reasons for the emergence of groups ?
- 23 Explain the causes for unethical conduct in business.
- 24 State the process of motivation.
- 25 Compare line organisation and line and staff organisation.

- 26 Explain the steps in selection.
- 27 State the determinants of organisational culture.
- 28 Describe the importance of organising.

(6 × 4 = 24 marks)

Part D (Essay Questions)

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

- 29 What is management ? What are its needs and importance ? List out the principles of management.
- 30 What is meant by business ethics ? State the factors affecting it. Also explain its benefits.
- 31 Define planning. Explain the principles of planning.

(2 × 15 = 30 marks)