

FIRST SEMESTER B.Com. DEGREE EXAMINATION, JANUARY 2012

(CCSS)

BC1BO1—MANAGEMENT CONCEPTS AND BUSINESS ETHICS

Time : Three Hours

Maximum : 30 Weightage

Part A

*This part consists of four bunches of questions carrying equal weightage of ¼.
Answer all twelve questions.*

I. Choose the correct answer :

1 Who is called the father of Scientific Management ?

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

2 Which management principle says that employees should not be frequently moved from one job to another ?

- (a) Unity of Direction. (b) Equity principle.
(c) Stability of tenure. (d) Spirit de Corps.

II. Fill in the blanks :

3 _____ are the series of experiments that studies the relationship of productivity and work conditions.

4 The management principles which says that the authority and responsibility flows _____.

III. State True or False :

5 ERG theory proposed by Alderfer.

6 In storming there is tension among group members.

IV. Match the following :—

A

B

- | | |
|--------------------------|---------------|
| 7 Need Hierarchy theory. | (a) Alderfer. |
| 8 Power for Affiliation | (b) Maslow |
| 9 ERG theory | (c) Mc Gregor |
| 10 Theory X and Y | (d) Mecelland |
| | (e) Porter. |

V. Answer in one word :

11 Who proposed 2 factor theory ?

12 Father of Modern Management ?

(12 × ¼ = 3 weightage)

Turn over

Part B (Short Answer Questions)*Answer all nine questions.*

- 13 What do you mean by span of control ?
- 14 What do you mean by controlling ?
- 15 Differentiate delegation and decentralisation.
- 16 What is Hygiene factors ? Give *one* example.
- 17 What is Theory X of motivation ?
- 18 What do you mean by placement ?
- 19 What do you understand by "Managerial Ethics" ?
- 20 Expand E, R and G in ERG theory of motivation.
- 21 What do you mean by need for Affiliation ?

 $(9 \times 1 = 9 \text{ weight})$ **Part C (Short Essay or Paragraph Questions)***Answer any five questions.*

- 22 Discuss Hawthorne studies and its implication.
- 23 Explain Henry Fayol's principles.
- 24 What is Management ? Which one do you think are the most important steps and why ?
- 25 Distinguish between Centralisation, Delegation and Decentralisation.
- 26 Narrate the relevance of ethics in Indian Corporate. Give an example from Indian Corporate.
- 27 Write any *two* theories of motivation.
- 28 Explain MBO and its advantage.

 $(5 \times 2 = 10 \text{ weight})$ **Part D (Essay Questions)***Answer any two questions.*

- 29 Explain the feature of Line and Staff organizational structure and functional organisational structure. Discuss the merits and demerits of it.
- 30 What is planning ? Discuss the steps in planning process. Explain the importance of planning with examples.
- 31 What do you mean by selection and recruitment ? Frame a selection process for the middle level managers in a corporate.

 $(2 \times 4 = 8 \text{ weight})$