

17U262

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Name:.....

Reg. No.....

SECOND SEMESTER B.Com (PROFESSIONAL) DEGREE EXAMINATION, APRIL 2018

(CUCBCSS-UG)

CC17U BCP2 B05 - BUSINESS MANAGEMENT AND ENTREPRENEURSHIP

(Core Course)

(Regular)

Time : Three Hours

Maximum : 80 Marks

Part A

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

A. Choose the correct answer.

1. ----- is the process of integrating the activities of various individuals and departments with the organizational goals.
(a) Planning (c) Organising
(b) Controlling (d) Coordination
2. Functional areas of management can be divided into ----- parts.
(a) Three (c) Two
(b) Four (d) Five
3. The views of Henry Fayol belonged to which school of thought.
(a) Scientific Management School (c) Classical School
(b) Empirical School (d) Behavioural School
4. Theory X and Theory Y was propounded by.
(a) Abraham Maslow (c) McGregor
(b) Herzberg (d) Mc Clelland
5. The principles of scientific management were more concerned with the problems in the ----- levels.
(a) Tactical level (c) Operational level
(b) Strategic level (d) None of these.

B. Fill in the blanks.

6. ----- developed MBO.
7. Two factor theory is also known as -----.
8. ----- aims at visualizing and identifying deviation before they actually occur.
9. ----- is the systematic study of jobs to know the nature and characteristics.
10. ----- is the process of selecting one best alternative from amongst many alternatives.

(10 x 1 = 10 Marks)

Part B

Short answer questions.

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

11. What do you mean by Span of Control?
12. What are the merits of Decentralisation?
13. What is democratic leadership?
14. Define management.
15. What do you understand by delegation of authority?
16. Define MBO.
17. Who is an entrepreneur?
18. What do you understand by standing plan?
19. Explain formal organization.
20. Differentiate Direction and Supervision.

(8 x 2 = 16 Marks)

Part C

Short Essay questions.

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

21. What are the steps in planning?
22. What are the main features of Informal communication?
23. Explain the role of business incubation centers.
24. Explain Herzberg's Two factor theory of motivation.
25. What are the stages in Team building process?
26. State the importance as well as problems in grape wine.
27. What are the characteristics of leadership?
28. Explain the merits and demerits of promotion through internal sources.

(6 x 4 = 24 Marks)

Part D

Essay questions.

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

29. Explain Henry Fayol's Principles of Management.
30. Discuss in detail the challenges faced by the entrepreneurs and the role of the government in supporting entrepreneurs.
31. Explain in detail Maslow's Need hierarchy theory of Motivation and critically evaluate it.

(2 x 15 = 30 Marks)
