

20U152S

(Pages: 2)

Name:

Reg. No.

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

(CUCBCSS-UG)

CC15U BC1 B01/ CC16U BC1 B01/ CC15U BB1 B01

MANAGEMENT CONCEPTS AND BUSINESS ETHICS

(Core Course)

(B.Com. 2015, 2016 Admissions/B.B.A. 2015 to 2018 Admissions)

Time: Three Hours

Maximum: 80 Marks

Part - A

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

Choose the correct answer.

1. _____ developed the concept of Management by Objectives.
(a) A. H. Maslow (b) Herzberg (c) Herbert Simon (d) Peter F Drucker
2. Authority and Responsibility are _____ to each other.
(a) Supplementary (b) Complementary (c) Contradictory (d) None
3. Grape vine communications is _____
(a) Verbal communication (b) Informal communication
(c) Formal communication (d) Upward communication
4. _____ culture exists in fast paced high risk organizations.
(a) Fortress (b) Club (c) Baseball (d) Academy
5. _____ is the act of increasing the knowledge and skills of an employee for doing a job.
(a) Induction (b) Placement (c) Training (d) Orientation

Fill in the blanks:

6. Credit for the development of M B O goes to _____
7. In informal organization emphasis is given on _____ relationship.
8. Management experts view management as a process because it involves a number of _____
9. _____ is the fundamental change in thinking on the part of both management and workers.
10. In Indian ethos, value is _____

(10 x 1 = 10 Marks)

Part - B

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

11. Define Business ethics.
12. What is meant by Unity of Command?
13. What is a trade test?
14. What are esteem needs?
15. What is Grape vine communication?
16. What is Job Analysis?
17. What is planning premises?
18. What is ERG Theory?
19. What is the meaning of performance management?
20. Explain the term 'Line Organisation'.

(8 x 2 = 16 Marks)

Part - C

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

21. State the similarities in Taylor's and Fayol's approaches to management.
22. Write the important differences between a manager and a leader.
23. Explain the term 'values' and 'culture'
24. What is MBO? Explain the steps in MBO.
25. Explain the nature of management.
26. Distinguish between theory X and theory Y.
27. Authority can be delegated but not the responsibility - Comment.
28. Explain Maslow's need hierarchy.

(6 x 4 = 24 Marks)

Part - D

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

29. Explain the principles of management as outlined by Henry Fayol.
30. What is training? Discuss the various methods of training.
31. What is recruitment? Explain the various sources of recruitment.

(2 x 15 = 30 Marks)
