

20U141

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Name:

Reg.No:

FIRST SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2020

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BCM1 B01 - BUSINESS MANAGEMENT

(Commerce - Core Course)

(2019 Admission onwards)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. Define Management.
2. Define Scalar chain.
3. What is planning? What are the merits and demerits of planning?
4. What is theory X?
5. Any two characteristics of leadership
6. What is grape wine?
7. What is ethics? What are the features of ethics?
8. Explain the scope of business ethics.
9. Business ethics is based on certain principles. Explain.
10. Briefly explain the arguments in favour and against of the concept business ethics.
11. What are the advantages and disadvantages of globalisation?
12. Define CSR.
13. Write down the Steps in the implementation of CSR activities
14. What is fishbone diagram ?
15. List out any two advantages of Flexi working for employees.

(Ceiling: 25 Marks)

Part B (Paragraph questions)

Answer *all* questions. Each question carries 5 marks.

16. What is MBE? What are the features of MBE?
17. State the importance of motivation?
18. Explain the principles of direction?
19. Explain virtue based ethical theory.
20. Define CSR. Elaborate the need of CSR.
21. Write a note on limits to Social responsibility.
22. What is Kaizen? Explain the benefits of Kaizen.
23. Define Logistic Management. Explain the objectives of Logistic Management.

(Ceiling: 35 Marks)

Part C (Essay questions)

Answer any *two* questions. Each question carries 10 marks.

24. Briefly describe different views about Management and Administration and also state the Differences between them.
25. Define Planning. Explain the various principles of Planning.
26. What is CSR. Write a note on CSR and stakeholders.
27. Explain stress management. Write a note on the symptoms of stress and factors causing stress.

(2 × 10 = 20 Marks)
