

20U153S

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Name:

Reg. No.

FIRST SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS-UG)

CC17U BC1 B01 - BUSINESS MANAGEMENT

(Core Course)

(2017, 2018 Admissions - Supplementary)

Time: Three Hours

Maximum: 80 Marks

Part - A

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

Choose the correct answer:

1. Staffing is a function of
 - a) Top level management
 - b) Lower-level management
 - c) Middle level management
 - d) All levels
2. The issue of rightness and wrongness
 - a) Values
 - b) Ethics
 - c) Ethos
 - d) Culture
3. Theory X & Theory Y was developed by
 - a) Abraham Maslow
 - b) Herzberg
 - c) Douglas Mc Gregor
 - d) Rensis Likert
4. Who is called the father of scientific management?
 - a) F. W. Taylor
 - b) Hawthorne
 - c) Henry Fayol
 - d) Elton Mayo
5. Budgeting is a technique of
 - a) Cost determination
 - b) Cost control
 - c) Cost forecasting
 - d) Cost reduction

Fill In the blanks:

6. Who introduced the concept of Hierarchy of Human needs _____?
7. _____ is the act of measuring performance, locating variance and taking corrective action if necessary.
8. _____ cannot be delegated.
9. _____ level of managers are policy makers.
10. The motivation hygiene theory was proposed by _____

(10 x 1 = 10 Marks)

Part – B

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

11. What do you mean by Management Process?
12. Explain the meaning of Performance Management.
13. State the features of M B O.
14. Define Business Ethics.
15. Give 3 differences between Selection and Recruiting.
16. What is Esprit de Corps?
17. Expand E, R & G in ERG theory of Motivation.
18. What is Work Culture?
19. For what Ethics Committee stands.
20. Write shortly on PERT and CPM.

(2 x 8 = 16 Marks)

Part – C

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

21. What is meant by levels of management?
22. State the Carrots and Sticks approach of Motivation.
23. Name the elements of Performance Management.
24. State the relevance of ethical values in business.
25. What are the benefits of TQM?
26. Explain briefly the sources of Recruitment.
27. Explain MBO? List out its advantages also.
28. What are the reasons for poor work Ethos?

(4 x 6 = 24 Marks)

Part – D (Essay questions)

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

29. Define leadership? What are the styles of leadership? How does a manager differ from a leader?
30. Explain the Principles of Management according to Henry Fayol?
31. What is Planning? Explain the steps in Planning Process? Explain the importance of Planning?

(2 x 15 = 30 Marks)
