

23U252

(Pages: 2)

Name:

Reg. No:

SECOND SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, APRIL 2024

(CUCBCSS-UG)

(Regular/Supplementary/Improvement)

CC17U BCP2 B05 – BUSINESS MANAGEMENT AND ENTREPRENEURSHIP

(Core Course)

(2017 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

Part A

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

A. Choose the correct answer:

1. The book “functions of executives” was written by
(a) P.F Drucker (b) Chester Barnard (c) Herbert Simon (d) None
2. Which among these is a money manager who is involved in making risk investments from equity capital with the objective of gaining better returns?
(a) Entrepreneur (b) Businessperson (c) Buyer (d) Venture capitalist
3. “..... are social inventions for accomplishing goals through group efforts”
(a) Management (b) Organization (c) Leadership (d) Behavior
4. Theory ‘y’ assumes which of the following
(a) People are poorly motivated
(b) People achieve little satisfaction from work
(c) People are committed to organizational activities
(d) People seek to avoid work
5. Recruitment usually highlights the need for establishing
(a) Job specifica (b) Job analysis (c) Job description (d) None of the above

B. Fill in the blanks:

6. The word ‘entrepreneurship’ derived from Language.
7. A micro enterprise is one in which the investment in plant and machinery does not exceed Rs.
8. Gang plank permits direct communication between
9. Appraisal of performance is one of the important step in
10. Mc gregor’s theory is also known as

(10 × 1 = 10 Marks)

Part B (Short answer questions)

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

11. What do you mean by TRYSEM?
12. Who is a Fabian entrepreneur?
13. Explain time study and motion study
14. What do you mean by business incubation centres?
15. What is stability of tenure of personnel?
16. What is differential piece rate system?
17. What is merit rating?
18. "Directing deals with human factor" comment.
19. What is consultative management style?
20. What is management by exception?

(8 × 2 = 16 Marks)

Part C (Short essay questions)

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

21. Define the term organizing and explain different forms of organizational structure
22. Write short note on F.W Taylors scientific management principles.
23. What do you mean by planning? What are the steps involved in planning process?
24. Role of entrepreneurs in the economic development.
25. Define leadership, explain different leadership styles.
26. Define motivation, explain various stages of motivation process.
27. Explain the difference between administration and management.
28. Define controlling, explain steps in control process.

(6 × 4 = 24 Marks)

Part D (Essay questions)

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

29. What do you mean by training? What are the methods of training? Explain.
30. Describe the types of Entrepreneurs.
31. What is social responsibility of management? Briefly explain the social responsibility of management towards customers, suppliers, government, employees and society.

(2 × 15 = 30 Marks)
