

16U137

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Name:

Reg. No.....

FIRST SEMESTER B.Com. /B.B.A. DEGREE EXAMINATION, NOVEMBER 2016
(Regular/Supplementary/Improvement)
(CUCBCSS-UG)
CC15UBC1 B01/BB1 B01 & CC16U BC1 B01/BB1 B01 – MANAGEMENT CONCEPTS AND BUSINESS ETHICS
(Core Course)
(2015 Admission Onwards)

Time: 3 Hours

Max: 80 Marks

Part A

Choose the correct answer. Each question carries 1 mark.

1.is undertaken to find out the one best way of doing the thing
(a) Job analysis (b) merit rating (c) Job enrichment (d) None of these
2.is the sequence of activities to be undertaken for implementing the policies and achieving the objectives of an enterprise
(a) Procedure (b) Rule (c) Programme (d) Plans
3.needs are need for survival
(a) Safety (b) Social (c) Esteem (d) Physiological
4. The word Ethics is derived from Greek word.....
(a) Ethios (b) Ethikos (c) Ethoes (d) None of these
5.communication is also known as grape wine.
(a) Formal (b) Informal (c) Unilateral (d) None of these

Fill in the blanks. Each question carries 1 mark.

6. 'The function of Executive' is the famous book of.....
7. 'Competing for the future' is the work of.....
8. MBO stands for.....
9. In Indian ethos, value is.....
10. IEM stands for.....

(10X1=10 Marks)

Part B

Answer any eight questions. Each question carries 2 marks

11. Define scientific management.
12. What is Span of management?

13. What is ERG Theory?
14. What is Job specification?
15. What is Vestibule training?
16. What is planning premises?
17. What is Work group?
18. What is Normative science?
19. What do you mean by Work ethos?
20. Define Business ethics.

(8X2=16 Marks)

Part C

Answer any six questions. Each question carries 4 marks.

21. Explain the planning process.
22. State the principles of Delegation.
23. Write a short note on Herzberg's Two-Factor Theory
24. Distinguish between theory X and theory Y
25. Explain the steps in MBO.
26. Explain the Indian ethos applied in management.
27. Discuss the importance of business ethics.
28. What are the factors responsible for poor work culture in the management?

(6X4=24 Marks)

Part D

Answer any two questions. Each question carries 15 marks.

29. Explain the professionalization of management in India.
30. What is selection? Explain the steps involved in selection process.
31. Discuss and compare Indian model of management and Western model of management.

(2X15=30 Marks)
