

18U152

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Name:

Reg. No.....

FIRST SEMESTER B.Com. / B.B.A. DEGREE EXAMINATION, NOVEMBER 2018

(Supplementary)

(CUCBCSS-UG)

**CC15U BC1 B01 / CC16U BC1 B01 / CC15U BB1 B01
MANAGEMENT CONCEPTS AND BUSINESS ETHICS**

(Core Course)

(For BBA -2015 Admission onwards and B Com 2015, 2016 Admission)

Time: Three Hours

Maximum: 80 Marks

Part A

Choose the correct answer. Each question carries 1 mark.

1. In the form of organization line of authority flows vertically from the top executive to the lowest subordinate.
(a) Line Organisation (b) Line & Staff Organisation
(c) Staff Organisation (d) Functional Organisation
2. is the process of searching for prospective employees and stimulating them to apply for jobs in the organization.
(a) Selection (b) Recruitment (c) Placement (d) Direction
3. Who is the father of Scientific Management?
(a) Henry Fayol (b) F W Taylor
(c) Peter F Drucker (d) Abraham Maslow
4. Who introduced the term MBO?
(a) F W Taylor (b) Elton Mayo (c) Peter F Drucker (d) Mc Gregor
5. are guide to action.
(a) Policies (b) Rules (c) Programmes (d) Strategies

Fill in the blanks:

6. developed Need Hierarchy Theory.
7. is a systematic study of the qualitative aspect of manpower requirement.
8. The term 'value' is derived from
9. In which type of organization functional manager has authority over his function.
10. is the process of obtaining capable and competent people to fill all positions from top management to operative management.

(10 x 1 = 10 Marks)

Part B

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

11. Define Policy.
12. Explain Line and Staff organization.
13. Differentiate Centralisation and Decentralisation.
14. Recruitment is a positive process and Selection is negative process comment.
15. Distinguish between Direction and Supervision.
16. Write down the objectives of Controlling function.
17. What is Team Management?
18. What are the basic principles of Indian Ethos for Management (IEM)?
19. What are the features of MBO?
20. What is Job Specification?

(8 x 2 = 16 Marks)

Part C

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

21. Briefly explain the nature and significance of management.
22. List down the steps in planning process.
23. Write down the principles of Organisation.
24. Differentiate Manager Vs Leader
25. Briefly Explain Mc Gregor's theory X and Theory Y.
26. Explain Performance management. What are the different tools used to manage performance of employees?
27. Write a short note on Ethics Management.
28. Define Manpower planning. Briefly explain the need for Manpower planning.

(6 x 4 = 24 Marks)

Part D

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

29. Define Leadership. Write an essay on different Leadership styles.
30. Define Business Ethics. "Briefly explain the principles of Business Ethics along with its significance.
31. What is Selection? What are the steps involved in personal selection process?

(2 x 15 = 30 Marks)
