

19U144A

(Pages: 2)

Name:

Reg. No.....

FIRST SEMESTER B.Com. /B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

(CUCBCSS-UG)

CC15UBC1B01/CC16UBC1B01CC15UBB1B01/CC16UBB1B01

MANAGEMENT CONCEPTS AND BUSINESS ETHICS

(Core Course)

(B.Com. 2015-2016 Admissions BBA 2015-2018 Admissions)

Time: Three Hours

Maximum: 80 Marks

Part A

Choose the correct answer. Each question carries 1 mark.

1. _____ is a sequence of activities to be undertaken for implementing the policies and achieving the objectives of an enterprise
(a) Procedure (b) Programme (c) Rule (d) Plans
2. _____ is an internally recognized Quality Management System
(a) ISO 2014 (b) ISO 14001 (c) ISO 9001 (d) None of these
3. Motivation Theory is developed by _____
(a) Maslow (b) Mayo (c) Gregor (d) None of these
4. _____ defined as the process of setting goals and choosing the means to achieve those goals.
(a) Planning (b) Organizing (c) Directing (d) None of these
5. Who is the author of "The Principles of Scientific Management"
(a) Taylor (b) Fayol (c) Simon (d) None of these

Fill in the blanks:

6. Ethics is _____ science.
7. Hierarchy of authority from the highest executive to the lowest one is _____.
8. MBO stands for _____
9. _____ is the obligation to do something.
10. _____ leadership is also known as authoritarian, directive, leader centered or monothetic style.

(10 x 1 = 10 Marks)

Part B

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

11. Define Management.
12. What is scalar chain?
13. What is Kaizen?
14. What is job enrichment?
15. What is Laissez Faire?
16. What is controlling?
17. What is performance management?
18. What is Group Dynamics?
19. What do you mean by brainstorming?
20. Define Business ethics.

(8 x 2 = 16 Marks)

Part C

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

21. Explain the styles of leadership .
22. State the principles of Co-ordination.
23. Write a short note on Motivation Theory
24. Distinguish between horizontal and vertical communication
25. Explain Ethics, Culture and Values.
26. Explain the Factors affecting the span of control.
27. Explain the steps required to take an appropriate decision.
28. What are the factors responsible for poor work culture in the management?

(6 x 4 = 24 Marks)

Part D

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

29. Explain Organization and Types of Organizational Structure
30. What is selection? Explain the steps involved in selection process.
31. Discuss the function of staffing.

(2 x 15 = 30 Marks)
