

19U243

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Name:.....

Reg. No.....

SECOND SEMESTER B.Com. (PROFESSIONAL) DEGREE EXAMINATION, APRIL 2020

(Regular/Supplementary/Improvement)

(CUCBCSS-UG)

CC17U BCP2 B05 - BUSINESS MANAGEMENT AND ENTREPRENEURSHIP

(Core Course)

(2015 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

PART A

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

Choose the correct answer:

1. At which level of management, day to day activities are planned?
(a) General Manager's level (b) Operating level
(c) Functional Manager's level (d) None of the above
2. Human behavior approach is the contribution of
(a) F W Taylor (b) Max Weber (c) Elton Mayo (d) Henry Fayol
3. Single use plans are for
(a) All departments (b) Special activities
(c) Non- recurring problems (d) Any day to day activities
4. Which of the following influences span of management?
(a) Managerial policy (b) Degree of decentralization
(c) Willingness of a supervisor (d) None of the above
5. Coordination is the process of
(a) Combining activities (b) Synchronising activities
(c) Arranging activities (d) Giving instructions

Fill in the blanks:

6. A ----- is a plan that lays down a course of action
7. Line organization represents----- relationship
8. -----= Valence X Expectancy X Instrumentality
9. ----- barriers arise due to the difference in meaning which different people attach to different things
10. -----are wealth creators or job givers

(10 x 1 = 10 Marks)

PART B (Short answer questions)

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

11. Define Management.
12. Explain the significance of staffing function.
13. Define scientific management.
14. What are the characteristics of a good plan?
15. What is meant by programmed decisions?
16. What is meant by motivation?
17. Define leadership.
18. What is MBO?
19. What is entrepreneurship?
20. What do you mean by innovation?

(8 x 2 = 16 Marks)

PART C (Short Essay questions)

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

21. What are the features of planning?
22. Explain the steps in decision making.
23. Briefly explain Theory X and Theory Y.
24. What are the essentials of a good control system?
25. What are the qualities of a successful entrepreneur?
26. What are the different types of leaders?
27. Explain the important factors influencing the team effectiveness.
28. What is the role of business incubator?

(6 x 4 = 24 Marks)

PART C (Essay questions)

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

29. Who is an entrepreneur? What are the factors affecting entrepreneurial growth?
30. What is planning? Explain the different types of plans.
31. Explain the different types of organization on the basis of lines of authority stressing on the merits and demerits of each.

(2 x 15 = 30 Marks)
