

**20U243**

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Name: .....

Reg. No.....

**SECOND SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, APRIL 2021**

(Regular/Supplementary/Improvement)

(CUCBCSS-UG)

**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. Elton Mayo contributed towards
  - a) Scientific Approach
  - b) Contingency Approach
  - c) Human Behaviour approach
  - d) None of the above
2. MBO is a system of management by
  - a) Control
  - b) objective
  - c) Coordination
  - d) orientation
3. A free rein leader leaves decision making process to
  - a) Seniors
  - b) Subordinates
  - c) Management
  - d) Himself
4. Which is not a function of ED clubs
  - a) Organising workshops
  - b) Interaction with promotional agencies
  - c) Organising industrial visits
  - d) Providing infrastructure
5. The essence of control is
  - a) Action
  - b) Organizing
  - c) Coordination
  - d) Directing

B. Fill in the blanks:

6. ----- = Valence X Expectancy X Instrumentality
7. Decision making involves ----- of various alternatives
8. ----- refers to the number of persons a superior can control
9. ----- entrepreneurs neither introduce new changes nor adopt new methods innovated by other entrepreneurs
10. DIC stands for -----

**(10 × 1 = 10 Marks)**

**Part B** (Short Answer questions)

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

11. What is Management process?
12. Who is an Intrapreneur?
13. What is MBO?
14. What is a standing plan?
15. What do you mean by strategic decision?
16. What do you mean by Manpower planning?
17. Define controlling.
18. Who is an autocratic leader?
19. What is decentralization?
20. Define leader.

**(8 × 2 = 16 Marks)**

**Part C** (Short Essay questions.)

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

21. What are the functions of an entrepreneur?
22. Explain the importance of Delegation.
23. What are the criticisms against Herzberg's theory?
24. What are the merits of Internal sources of recruitment?
25. Explain the challenges faced by women entrepreneurs?
26. Explain the factors affecting the team effectiveness.
27. Explain the role of business incubators.
28. Explain the steps in selection process.

**(6 × 4 = 24 Marks)**

**Part D** (Long Essay questions.)

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

29. Explain in detail the factors affecting the entrepreneurial growth and also the barriers to entrepreneurship.
30. Critically evaluate Maslow's Need hierarchy Theory.
31. Explain in detail the various types of plans.

**(2 × 15 = 30 Marks)**

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