

21U144

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Name:

Reg.No:

FIRST SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BCM1 B01 - BUSINESS MANAGEMENT

(Commerce - Core Course)

(2019 Admission onwards)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. What is meant by Management?
2. Define Administration.
3. What are the features of business objectives?
4. What is co-ordination?
5. What are the types of ethics?
6. Explain virtue based ethical theory.
7. What are the basic principles of business ethics?
8. What are the advantages and disadvantages of globalisation?
9. Define CSR.
10. Write down the Steps in the implementation of CSR activities
11. Explain the term Corporate governance.
12. Explain the term Total Productive Maintenance .
13. What is Rank &Yank concept in management ?
14. Point out any two advantages of Flexi working for employers.
15. What is Business eco system?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

Answer *all* questions. Each question carries 5 marks.

16. Explain the Contributions of Economists towards Management?
17. Define MBO. What are the steps in MBO?
18. Explain theory Z?
19. Explain free rein style of leadership?
20. Explain the different views on business ethics.
21. Define CSR. Explain the need of CSR.
22. Define stress. Explain the factors causing stress.
23. Define Logistic Management. Explain the features of Logistic Management.

(Ceiling: 35 Marks)

Part C (Essay questions)

Answer any *two* questions. Each question carries 10 marks.

24. Define Communication. What are the steps involved in communication?
25. Define control. Its importance and Steps involved in the control?
26. What is business ethics? Explain its characteristics and scope.
27. Define the term CSR. Write a note on the specific social responsibilities of a business.

(2 × 10 = 20 Marks)
