

21U151S

(Pages: 2)

Name:

Reg. No:

FIRST SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS-UG)

CC17U BC1 B01 - BUSINESS MANAGEMENT

(Commerce – Core Course)

(2017, 2018 Admissions – Supplementary/Improvement)

Time: Three Hours

Maximum: 80 Marks

PART A

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

Choose the best Answer:

1. Theory X & Y Theory was developed by
 - a) Maslow
 - b) Herzberg
 - c) Mc Gregor
 - d) Vroom
2. Who is the Father of Modern Management?
 - a) Henry Fayol
 - b) F.W. Taylor
 - c) Elton mayo
 - d) Mary Parker Follet
3. _____ is considered as a negative function of management
 - a) Selection
 - b) Training
 - c) Placement
 - d) Recruitment
4. Budgeting is a technique of
 - a) Cost Reduction
 - b) Cost Control
 - c) Cost Determination
 - d) Cost Forecasting
5. _____ Communication is also termed as Grape Wine?
 - a) Formal
 - b) Informal
 - c) Lateral
 - d) Forward

Fill in the Blanks:

6. Laissez Faire leadership is also known as _____
7. Decentralisation is dispersal of _____ power.
8. Expand MBE _____
9. Neo classical theory deals with _____ factor.
10. Max Webber introduced _____ model.

(10 × 1 = 10 Marks)

PART B

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

11. What is a Empirical School of Management?
12. What are the 3 levels of Management?
13. Write 5 qualities of a Leader?
14. What do you mean MBP?
15. Explain shortly on Planning Premises?
16. Define Ethos?
17. What do you mean by Communication?
18. Write any 2 differences between Line and Functional Organisation?
19. Write a very short note on Scientific Management?
20. What do you mean by Controlling?

(8 × 2 = 16 Marks)

PART C (Short Essay)

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

21. What are the different types of Plan?
22. Explain the similarities and dissimilarities of Taylor and Fayol?
23. Explain the significance of ethics in Business?
24. Differentiate between Systems Approach and Contingency Approach?
25. Explain Kaize and 5S framework of Kaizen?
26. Write the criticisms of Maslow's need hierarchy theory?
27. *Co-ordination: The essence of Management* – Explain?
28. Write a short note on Management as a Profession?

(6 × 4 = 24 Marks)

PART D (Essay Type Questions)

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

29. Whose contributions is called as Hawthorne Studies? Explain its experiments and what are the conclusions of Hawthorne studies?
30. Define MBO? Explain its Process along with the benefits of MBO?
31. Define Business? Explain the relevance of Ethical Values in Business?

(2 × 15 = 30 Marks)
