

22U252

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Name:

Reg. No:

SECOND SEMESTER B.Com. (PROFESSIONAL) DEGREE EXAMINATION, APRIL 2023

(CUCBCSS-UG)

(Regular/Supplementary/Improvement)

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. The level of which executes policies plans and objective is:
a) Middle level b) Top level c) Supervisory level d) None of this
2. Which of the following involves the study of movement of operations of a worker?
a) Time study b) Work study c) Motion study d) Method study
3. KITCO was established in.
a) 1992 b) 1969 c) 1956 d) 1972
4. Who is associated with Kakinada experiment?
a) Max Webber b) Schumpeter
c) Peter F Drucker d) David Mc Clelland
5. Which among the following is an external source of recruitment?
a) Transfer b) Promotion
c) Employment exchange d) Demotion

B. Fill in the blanks:

6. ----- Entrepreneur are extremely risk oriented.
7. ----- refers to one head one plan for a group of activities having same objectives.
8. Authority is delegated, but responsibilities are -----
9. knowledge + skills+ traits = -----
10. The ability to bring something new into existence is -----

(10 × 1 = 10 Marks)

Part B (Short answer questions)

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

11. Who is Fabian Entrepreneur?
12. What is Esprit de corps?

13. What is meant by planning premises?
14. What is gang plank?
15. Management is a process, why?
16. Define motivation.
17. What is 'Centralization of Authority'?
18. Describe the elements of delegation.
19. Define entrepreneurship.
20. State any two common traits of entrepreneur.

(8 × 2 = 16 Marks)

Part C (Short essay questions)

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

21. List out the steps in conduct of EDP.
22. Define coordination. Also explain the elements of it.
23. Bring out the problems of woman entrepreneur.
24. What are the steps in controlling?
25. Is "management an art or science" comment your opinion.
26. Explain Herzberg two factor theory.
27. What are problems of rural entrepreneur?
28. List out the different types of Entrepreneurships.

(6 × 4 = 24 Marks)

Part D (Essay questions)

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

29. Explain in details Henry Fayol contribution in management.
30. Define Entrepreneurship. What are the factors influencing Entrepreneurial growth?
31. Define Motivation. Briefly Explain the different theories of motivation.

(2 × 15 = 30 Marks)
