

23U143

(Pages: 2)

Name:

Reg.No:

FIRST SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2023

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BCM1 B01 / CC20U BCM1 B01 - BUSINESS MANAGEMENT

(Commerce: Finance / Taxation - 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 do you mean by System Approach?
2. What is Administarative Management?
3. What are the features of business objectives?
4. What is theory 'Y'?
5. What is formal communication?
6. Point out any two importance of controlling.
7. Explain virtue based ethical theory.
8. Explain the scope of business ethics.
9. State the importance of business ethics.
10. Explain the different views on business ethics.
11. What are the advantages and disadvantages of globalisation?
12. Define CSR.
13. Mention any two importance of CSR.
14. Explain the term Management Information System.
15. What is ISHIKAWA diagram?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Discuss the Concept " Management as an Art"?

17. Explain the characteristics of motivation.
18. Explain major styles of leadership.
19. What are the types of ethics?
20. Explain the steps for implementing CSR activities.
21. What are the importance of Corporate Governance?
22. What is flexi working? Explain its benefits.
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. What is MBO? What are the steps involved in it? State the merits and demerits of participative management.
25. Importance and techniques used in coordination.
26. What is CSR? Write a note on CSR and stakeholders.
27. Explain stress management. Write a note on the symptoms of stress and factors causing stress.

(2 × 10 = 20 Marks)
