

21U546

(Pages: 2)

Name:

Reg.No:

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2023

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BCM5 D02 - BASICS OF ENTREPRENEURSHIP AND MANAGEMENT

(Commerce - Open Course)

(2019 Admission onwards)

Time : 2.00 Hours

Maximum : 60 Marks

Credit : 3

Part A (Short answer questions)

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

1. What is business?
2. What is primary industry?
3. What is Sole proprietorship ?
4. Name two management control function of an entrepreneur.
5. Is registration is compulsory for Sole proprietorship and partnership units?
6. What is meant by levels of management?
7. What is centralization?
8. What is charismatic authority?
9. What is meant by manpower planning?
10. Define direction.
11. Write any two qualities of a successful leader.
12. Define controlling.

(Ceiling: 20 Marks)

Part B (Short essay questions - Paragraph)

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

13. Starting and managing one's business does not emerge spontaneously. Expalin.
14. Explain the Social responsibility of business.
15. Differentiate difference an entrepreneur and a manager.
16. Explain the objectives of SME.

17. Planning is pervasive. Why?
18. Explain the merits of line and staff organisation.
19. Differentiate between centralisation and decentralisation.

(Ceiling: 30 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

20. Explain Trade and Auxiliaries to trade.
21. "Management is a trinity of art, science and profession". Discuss.

(1 × 10 = 10 Marks)
