

**17U150**

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Name: .....

Reg. No.....

**FIRST SEMESTER B.Com DEGREE EXAMINATION, NOVEMBER 2017**  
(CUCBCSS-UG)

**CC17U BC1 B01 – BUSINESS MANAGEMENT**

(Core Course)

(2017 – Admissions Regular)

Time: Three Hours

Maximum: 80 Marks

**Part - A**

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

*Choose the correct answer:*

1. Koontz & O' Donnel are the advocates of .....approach to management  
a. System approach      b. Empirical      c. Contingency      d. Operational
2. In ..... type of organization, workers received instructions from various specialists.  
a. Line      b. Functional      c. Informal      d. None of these
3. ....aims at visualizing and identifying deviation before they actually occur.  
a. Predictive control      c. Concurrent Control  
b. Operational control      d. All of these
4. Achievement theory is concerned with.....  
a. Affiliation      b. Power      c. Achievement      d. All of these
5. ....is a set of values beliefs, goals, norms and ways of solving problems by the members of the organization.  
a. Corporate culture      c. Organizational culture  
b. Both of these      d. None of these

*Fill in the blanks:*

6. Appraisal of performance is one of the important steps in \_\_\_\_\_
7. \_\_\_\_\_ seeks to determine norms and values.
8. The concept of job enrichment is a contribution by \_\_\_\_\_
9. The principle of 'Unity of Command is contrary to Taylors \_\_\_\_\_ principle.
10. The desire to reach the peak of one's potential is called \_\_\_\_\_

**(10 x1=10 marks)**

**Part – B**

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

11. What is participative leadership?
12. How is advertising influenced by ethics?
13. What is the Empirical School of Management thought?
14. What do you mean by span of management?
15. Write any two qualities of a good leader.
16. Define administration.
17. What is a PODSCORB?
18. Is ethics a normative science?
19. What is Fish bone (ISHIKAWA) Diagram?
20. What is change management strategy?

**(8 x 2=16 marks)**

**Part – C**

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

21. Explain the limitations of scientific management.
22. Explain the principles of delegation.
23. Explain the application of ecosystem in business.
24. Describe the factors influencing business ethics.
25. Compare the terms Management by Objectives and Management by Exception.
26. Briefly explain the ways to minimize the communication barriers in an organization.
27. Explain the relevance of Controlling among the functions of Management.
28. What are the characteristics of organizational structure?

**(6 x 4=24 marks)**

**Part – D**

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

29. Explain the relevance of informal organization structure in stress management
30. How CSR helps the firm to be an ethical business system in the era of globalization?
31. Briefly explain the significance of communication and motivation in the management of an organization.

**(2 x 15=30 marks)**

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