

**18U154**

(Pages: 2)

Name: .....

Reg. No.....

**FIRST SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2018**

(Regular/Supplementary/Improvement)

(CUCBCSS-UG)

**CC17U BC1 B01 – BUSINESS MANAGEMENT**

(Core Course)

(2017 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

**Part - A**

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

Choose the correct answer:

1. \_\_\_\_\_ school of thought was developed on the idea that there is no single best method to find solutions to managerial problems.  
(a) System approach (b) Empirical (c) Contingency (d) Operational
2. \_\_\_\_\_ is a sequence of action. It is a single use plan, ordinarily it is laid down for new and non repetitive activities.  
(a) Rule (b) Procedure (c) Strategy (d) Programmes
3. The process of control ends with \_\_\_\_\_  
(a) Measurement of Performance (b) Analysis of Deviation  
(c) Taking remedial action (d) None of these
4. A superior cannot delegate \_\_\_\_\_  
(a) Authority (b) Responsibility (c) Duty (d) All of these
5. Ethics is a system of \_\_\_\_\_ principles.  
(a) Moral (b) Guiding (c) Value (d) None of these

Fill in the blanks:

6. ISO stands for \_\_\_\_\_
7. \_\_\_\_\_ is the basic function of Management.
8. Need Hierarchy theory was developed by \_\_\_\_\_
9. \_\_\_\_\_ can be defined as the process of grouping of activities into units and subunits for the purpose of administration.
10. The word 'Ethics' is derived from the Greek word \_\_\_\_\_

**(10 x 1 = 10 Marks)**

### **Part – B**

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

11. Define 'Rule'?
12. What is Meta ethics?
13. What is Kaizen?
14. What do you mean by Quality Circle?
15. Explain the term stress. List four causes of stress at work.
16. Which are the managerial traits a successful leader should possess?
17. What is Management by Participation?
18. Is ethics a normative science?
19. What is Fish bone Diagram?
20. What is Top level Management?

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

### **Part – C**

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

21. Explain the features of scientific management.
22. What are the steps in the control process?
23. Define and distinguish between Management and Administration.
24. Explain the Managerial Grid of Leadership.
25. Explain Herzberg's Two factor theory.
26. Briefly explain the ways to minimize the communication barriers in an organization.
27. Explain Ethics in Advertising.
28. Explain the difference between Delegation and Decentralisation.

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

### **Part – D**

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

29. Explain the Principles of Management developed by Henry Fayol.
30. Define Planning. Explain the importance and limitations of Planning.
31. Define TQM. Explain the tools of TQM.

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

\*\*\*\*\*