

19U144B

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Name:

Reg. No.....

FIRST SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2019

(Supplementary/Improvement)

(CUCBCSS-UG)

CC17U BC1 B01 – BUSINESS MANAGEMENT

(Core Course)

(2017-2018 Admissions)

Time: Three Hours

Maximum: 80 Marks

Part -A

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

Choose the correct answer:

1. encourages the involvement of stakeholders at all levels of an organization in the analysis of problems, development of strategies and implementation of solutions.
a. MBE b. MBO c. WPM d. Kaizen
2. school of thought has 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
3. Luther Gullick described functions of management as
a. PODSCORB b. POSDCORB c. POCSCROB d. PODSORB
4. A superior cannot delegate
a. Responsibility b. Authority c. Duty d. None of these
5. is vested with negative motivation.
a. Achievement theory b. Theory X
c. Theory Y d. All of these.

Fill in the blanks:

6. is the art of knowing exactly what you want men to do and then seeing that how they do it in the best and cheapest way.
7. developed the concept of MBO
8. is a single use plan.
9. refers to the unbroken line of authority flows from top-level management to lower level
10. is the management principle based on old saying 'union is strength'.

(10 x 1 = 10 Marks)

Part –B

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

11. What is Supply Chain Management?
12. What are the management theories explained by Douglas Mc Gregor?
13. What is WPM?
14. Explain TQM.
15. What is authority? What are the different types of authority?
16. What is 'Grape wine'?
17. What are the objectives of Business Ethics?
18. What are the features of CSR?
19. What are the different types of Fishbone diagram?
20. Write down the characteristics of Business Eco System.

(8 x 2 = 16 Marks)

Part –C

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

21. F W Taylor suggested the adoption of scientific approach in work to achieve higher efficiency. Comment on this on the basis of principles of scientific management.
22. What are the determinants of Business Ethics? Explain the factors influencing business ethics.
23. Write a short note on elements of organization.
24. Differentiate Line organization and Line and Staff organization.
25. Briefly explain the communication process.
26. What are the points we have to consider while designing an effective control system in an organization?
27. What is 'Kaizen'? Enumerate the objectives of 'Kaizen'.
28. Briefly explain the steps in MBO along with its benefits.

(6 x 4 = 24 Marks)

Part –D

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

29. 'In every organization Human Capital is valuable and hence the company is actually interested in helping employees to achieve excellence'. What are the various methods of motivation applied by corporates to achieve this excellence?
30. What is Planning Premises? Write an essay on significance of planning along with barriers of effective planning.
31. What are the different styles of Leadership? Explain with its advantages and disadvantages.

(2 x 15 = 30 Marks)
