

**D 73017**

(Pages : 3)

Name.....

Reg. No.....

**FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**  
(CUCBCSS—UG)

**B.B.A.**

**BBA 1B 01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS**

Time : Three Hours

Maximum : 80 Marks

**Part A (Objective Questions)**

*Answer all ten questions.*

*Each question carries 1 mark.*

Choose the correct answer :

1. Father of Modern Management theory is \_\_\_\_\_.
  - a) Henry Fayol.
  - b) F.W.Taylor.
  - c) Henry Gantt.
  - d) None.
2. MBO stands for :
  - a) Management of Business Objectives.
  - b) Management By Objectives.
  - c) Managing Business Operations.
  - d) None of these.
3. \_\_\_\_\_ is the process of integrating the interdepartmental activities as unified action towards the achievement of the common goal of the organization.
  - a) Controlling.
  - b) Directing.
  - c) Co-ordination.
  - d) All of these.
4. Autocratic style of leadership is also known as \_\_\_\_\_.
  - a) Authoritarian.
  - b) Participative.
  - c) Free rein.
  - d) None of these.
5. Ethics in workplaces can be managed through the use of \_\_\_\_\_.
  - a) Codes of ethics.
  - b) Codes of conduct.
  - c) Roles of ethics.
  - d) All of these.



**Turn over**



Fill in the blanks :

6. \_\_\_\_\_ is defined as a chain of superiors ranging from the ultimate authority to the lowest ranks.
7. Theory X and Theory Y was developed by \_\_\_\_\_.
8. Military type of organization is also called \_\_\_\_\_.
9. \_\_\_\_\_ would be charged with implementing and administering an ethical management programme.
10. A set of characteristics that sets one group of people apart from another is called as \_\_\_\_\_.

(10 × 1 = 10 marks)

### Part B (Short Answer Questions)

Answer any **eight** out of the ten questions in two or three sentences.

Each question carries 2 marks.

11. What is planning ?
12. Define management by objectives.
13. What is work ethos ?
14. What is management ?
15. What is delegation of authority ?
16. What is motivation ?
17. What is work culture ?
18. What is organising ?
19. What do you mean by Co-ordination ?
20. Define Business Ethics.

(8 × 2 = 16 marks)

### Part C (Short Essay Questions)

Answer any **six** out of the eight questions in about 200 words.

Each question carries 4 marks.

21. What are the main functions of top level management ?
22. What are the important characteristics of business ethics ?
23. What are the basic principles of direction ?
24. What are the objectives of planning ?
25. What are the characteristics of values ?



26. Discuss the steps in organising.
27. What are the advantages of planning ?
28. Explain the stages of selection process.

(6 × 4 = 24 marks)

**Part D (Essay Questions )**

*Answer any two out of the three questions in about 800 words.*

*Each question carries 15 marks.*

29. Briefly explain the different types of plans.
30. Discuss the Theories of motivation.
31. Describe the structure of ethics management.

(2 × 15 = 30 marks)

