

D 93703

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Name.....

Reg. No.....

**FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS)

B.Com.

BCM 1B 01—BUSINESS MANAGEMENT

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

Fill in the blanks :

1. 'B' in POSDCORB is _____.
2. _____ is the work assigned to a position or function.
3. Number of people one can supervise directly is called _____.
4. Management process school of approach to management was developed by _____.
5. In line organisation, authority flows from _____.

Choose the correct answer :

6. The term Gang Boss is used in :
 - (a) Line organisation.
 - (b) Functional organisation.
 - (c) Line and staff organisation.
 - (d) Project organisation.
7. A procedure is a guide to :
 - (a) Taking action.
 - (b) Thinking.
 - (c) Implementing decision.
 - (d) All these.
8. Ethics are related to :
 - (a) Code of conduct.
 - (b) Value system.
 - (c) Inter personal relations.
 - (d) All of the above.

Turn over

9. Who is known as the father of scientific management ?
- (a) Henry Fayol. (b) F. W. Taylor.
 (c) Elton Mayo. (d) Rensis Likert.
10. Centralisation involves :
- (a) Delegation of authority. (b) Dispersal of power.
 (c) Division of work. (d) Concentration of power.

(10 × 1 = 10 marks)

Part B

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

11. Describe universality of management.
12. What is written communication ?
13. Who is a Laissez-Faire leader ?
14. What is predictive control ?
15. What are the components of planning ?
16. What is centralisation of authority ?
17. What do you mean by kaizen ?
18. What is time study ?
19. What is whistle blowing ?
20. Define MBO.

(8 × 2 = 16 marks)

Part C

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

21. What do you mean by unity of command ? How it differs from unity of direction ?
22. Explain MBE.
23. What are the principles of business ethics ?
24. "Management is what a manager does." Explain briefly.

25. Explain TQM.
26. What are the elements of communication ?
27. Explain project organization.
28. Explain the techniques of co-ordination.

(6 × 4 = 24 marks)

Part D

Answer any two questions.

Each question carries 15 marks.

29. What do you mean by corporate social responsibility ? Give the arguments for and against social responsibility.
30. Explain the contributions of Henry Fayol to the development of management.
31. Explain different styles of leadership.

(2 × 15 = 30 marks)