D 32301	(Pages: 2)	Name
		Reg. No

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION NOVEMBER 2022

B.Com.

BCM 1B 01—BUSINESS MANAGEMENT

(2019—2022 Admissions)

Time: Two Hours and a Half

Maximum: 80 Marks

Part A

Answer all questions.

Each question carries 2 marks.

- 1. What is Eudaimonism?
- 2. Define Co-ordination.
- 3. What is scalar chain?
- 4. What is Decoding?
- 5. Write up the advantages of gamification.
- 6. What is meant by negative reinforcement?
- 7. What do you understand by primacy of planning?
- 8. What is financial motivation?
- 9. What do you know about Rank and Yank?
- 10. What is Accountability?
- 11. What is stress management?
- 12. What is meant by functional foremanship?
- 13. Define Corporate Governance.
- 14. What is Kaizen?
- 15. What is line and staff organisation?

 $(15 \times 2 = 30, Maximum ceiling 25 Marks)$

Turn over

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Part B

Answer all questions.

Each question carries 5 marks.

- 16. Why corporate governance is more important in today's business world?
- 17. Describe the process of communication.
- 18. Explain the principles of delegation.
- 19. Write a note on trait theory of leadership.
- 20. State the benefits of TPM.
- 21. Explain the contributions made by Henry Fayol to management thought.
- 22. Differentiate between policies and rules.
- 23. Why departmentation is necessary?

 $(8 \times 5 = 40, Maximum ceiling 35 Marks)$

Part C

Answer any **two** questions. Each question carries 10 marks.

- 24. Define logistics management. Explain the activities involved in it.
- 25. Explain the essentials of a good control system.
- 26. What is meant by business ethics? Explain the factors influencing business ethics.
- 27. Discuss the principles of organizing.

 $(2 \times 10 = 20 \text{ marks})$