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Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION****NOVEMBER 2023**

B.Com.

BCM 1B 01—BUSINESS MANAGEMENT

(2019—2023 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A***Answer all questions.**Each question carries 2 marks.*

1. What do you mean by management as multidisciplinary ?
2. What is Unity of command ?
3. What is Scalar Chain ?
4. What is Management By Exception ?
5. What do you mean by Perception of Opportunities ?
6. What is Strategic Plans ?
7. Define Policy.
8. What is Principles of Balance ?
9. What do you mean by Line organization ?
10. Define Departmentation.
11. What is General delegation ?
12. Define Man power planning.
13. What is Break Even Analysis ?
14. Define Business Ethics.
15. What is CSR ?

(15 × 2 = 30, Maximum ceiling- 25 Marks)

**Turn over**

**Part B**

*Answer all questions.  
Each question carries 5 marks.*

16. Discuss Management as a Profession.
17. Explain the The Empirical School of management
18. Narrate the Features of MBO.
19. List out the Advantages of performance management.
20. Explain the functions of organization.
21. Narrate the Importance of Departmentation.
22. Explain the Maslow's Need Hierarchy Theory.
23. Narrate the principles of CSR.

(8 × 5 = 40, Maximum ceiling - 35 Marks)

**Part C**

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

24. Discuss in detail McGregor's Theory X and Theory Y.
25. Explain the Basics of Business Ethics.
26. What is Total Quality Management ? Explain the The 8 Primary Elements of TQM.
27. What is a fishbone diagram? Explain the process in creating a fish diagram.

(2 × 10 = 20 marks)