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Name.....

Reg. No.....

**FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

(CUCBCSS—UG)

B.Com.

BCM 1B 01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part A**

*Answer all questions.*

*Each question carries 1 mark.*

(A) Choose the correct answer :

- 1 Which of the following is not a derivative plan ?
  - (a) Objectives.
  - (b) Policies.
  - (c) Controls.
  - (d) Budgets.
- 2 Achievement theory is concerned with :
  - (a) Achievement.
  - (b) Affiliation.
  - (c) Power.
  - (d) All of these.
- 3 Which of the following is the oldest form of organisation ?
  - (a) Functional.
  - (b) Divisional.
  - (c) Line.
  - (d) Line and staff.
- 4 \_\_\_\_\_ is considered as language of ethics.
  - (a) Values.
  - (b) Ethos.
  - (c) Culture.
  - (d) Vedas.
- 5 Scientific management is a \_\_\_\_\_ approach to management.
  - (a) System.
  - (b) Classical.
  - (c) Situational.
  - (d) Empirical.

**Turn over**

(B) Fill in the blanks :

- 6 The elaborative statement of duties and responsibilities of a job is \_\_\_\_\_
- 7 \_\_\_\_\_ refers to team spirit, a sense of belonging to a group.
- 8 Delegation of authority is based on the principle of \_\_\_\_\_.
- 9 Contingency approach is also known as \_\_\_\_\_.
- 10 \_\_\_\_\_ Organization has no predetermined objectives.

(10 × 1 = 10 marks)

### Part B (Short Answer Questions)

*Answer any eight questions.*

*Each question carries 2 marks.*

11. What is instrumentality ?
12. What is holistic management ?
13. What is directing ?
14. What is decentralisation ?
15. What do you mean by managerial control ?
16. What is positive motivation ?
17. What is meant by planning premises ?
18. Who is an effective manager ?
19. What is formal group ?
20. Define Culture.

(8 × 2 = 16 marks)

### Part C (Short Essays)

*Answer any six questions.*

*Each question carries 4 marks.*

21. How can communication be effective ?
22. Why should we build a team ?
23. What is MBO ? State its advantages.

24. Explain the principles of direction.
25. Describe the steps in man power planning.
26. Define Motivation. Explain Maslow's theory of motivation.
27. State the principles of business ethics.
28. How can we improve work culture in an organisation ?

(6 × 4 = 24 marks)

**Part D (Long Essays)**

*Answer any two questions.*

*Each question carries 15 marks.*

29. What is line organisation ? How it is differing from line and staff organisation ?
30. Define Leadership ? Discuss Likert's system of management leadership.
31. What is business ethics ? Explain the benefits of managing ethics in the work place.

(2 × 15 = 30 marks)