

FIRST SEMESTER B.Com. DEGREE EXAMINATION, JANUARY 2012

(CCSS)

BC1B01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS

Time : Three Hours

Maximum : 30 Weightage

Part A*This part consists of four bunches of questions carrying equal weightage of ¼.**Answer all twelve questions.***I. Choose the correct answer :**

1 Who is called the father of Scientific Management ?

(a) F.W. Taylor.

(b) Henry Fayol.

(c) Hawthorne.

(d) Elton Mayo.

2 Which management principle says that employees should not be frequently moved from one job to another ?

(a) Unity of Direction.

(b) Equity principle.

(c) Stability of tenure.

(d) Spirit de Corps.

II. Fill in the blanks :

3 _____ are the series of experiments that studies the relationship of productivity and work conditions.

4 The management principles which says that the authority and responsibility flows _____.

III. State True or False :

5 ERG theory proposed by Alderfer.

6 In storming there is tension among group members.

IV. Match the following :—

A

7 Need Hierarchy theory.

8 Power for Affiliation

9 ERG theory

10 Theory X and Y

B

(a) Alderfer.

(b) Maslow

(c) Mc Gregor

(d) McClelland

(e) Porter.

V. Answer in one word :

11 Who proposed 2 factor theory ?

12 Father of Modern Management ?

(12 × ¼ = 3 weightage)

Turn over

Part B (Short Answer Questions)

Answer all nine questions.

- 13 What do you mean by span of control ?
- 14 What do you mean by controlling ?
- 15 Differentiate delegation and decentralisation.
- 16 What is Hygiene factors ? Give one example.
- 17 What is Theory X of motivation ?
- 18 What do you mean by placement ?
- 19 What do you understand by "Managerial Ethics" ?
- 20 Expand E, R and G in ERG theory of motivation.
- 21 What do you mean by need for Affiliation ?

(9 × 1 = 9 weightage)

Part C (Short Essay or Paragraph Questions)

Answer any five questions.

- 22 Discuss Hawthorne studies and its implication.
- 23 Explain Henry Fayol's principles.
- 24 What is Management ? Which one do you think are the most important steps and why ?
- 25 Distinguish between Centralisation, Delegation and Decentralisation.
- 26 Narrate the relevance of ethics in Indian Corporate. Give an example from Indian Corporate.
- 27 Write any two theories of motivation.
- 28 Explain MBO and its advantage.

(5 × 2 = 10 weightage)

Part D (Essay Questions)

Answer any two questions.

- 29 Explain the feature of Line and Staff organizational structure and functional organisation structure. Discuss the merits and demerits of it.
- 30 What is planning ? Discuss the steps in planning process. Explain the importance of planning with examples.
- 31 What do you mean by selection and recruitment ? Frame a selection process for the middle level managers in a corporate.

(2 × 4 = 8 weightage)