

First semester B BA Degree Examination, Jan 2012
(CCSS)

Core Course)

BBI -B01- MANAGEMENT CONCEPTS AND BUSINESS ETHICS

Time - Three Hours

Maximum : 30 weightage

Part A

Answer all **twelve** Questions

I. Choose the most appropriate answer.

1. No ideology, no ism, no political theory can win greater output with less efforts, only sound management:

- a) Lawrence Appley
- c) Henrisisk

- b) Mc Farland
- d) Urwick and Brech.

2. According to Maslow's need hierarchy theory, which of the following sequence is correct?

- a) Physiological, safety, social, esteem, self actualization.
- b) Safety, social, esteem, physiological, self actualization.
- c) Self actualization, safety, esteem, social, physiological.
- d) Physiological, safety, esteem, social, self actualization

3. Which of the following is not a technique of coordination?

- a) Leadership
- c) Committee

- b) Staff meeting
- d) Conflict resolution

4. Which one of the following factors is most important in crating challenges to presnt day Indian manager?
- a) Globalization of economy
b) Poor infrastructure
c) Poor monetary policy
d) High taxation.

II. Fill up the blanks

5. Term MBO was coined by.....
6. Motivation can be traced to theworld.
7. Father of scientific management is.....
8. Need hierarchy theory was formulated by

III. Match the following:

A

9. Administration industrially at generate
10. Principles of communication
11. Behviour of business in a business situation
12. Grape wine

B

- communication
- Business ethics
- Henry Fayol
- Marry Parker Follet.

(12 x ¼ = 3 weightage)

Part B

Answer **all** the questions

Answer the following in one or two sentences each

Each question carries a weightage of 1.

13. What is motivation?
14. What do understand by controlling?
15. What is forecasting?
16. Explain the term delegation?
17. What do you mean by team work?
18. What is line organization?
19. Explain the term interview?
20. What is environment?
21. What are the factors which affects the ethical behaviour?

(9x1 = 9 weightage)

Part C.

Short essay or paragraph Questions

Answer **any Five in one or two paragraph each**

Each question carries a weightage of 2.

22. Discuss POSDCORB?
23. Explain scalar chain?
24. What are the different types of planning?
25. What is meant by MBO technique?
26. What is direction? State its importance?
27. Explain the socio political environment factors affecting the business?

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28. What are the challenges faced by Indian managers?

(5 x 2 = 10 weightage)

Part D

Answer any **two** questions

29. Discuss man power planning? Narrate its process with diagram?

30. What is leadership? Explain trait theory of leadership?

31. Explain Henry Fayol's principles of management?

(2x 4 = 8 weightage)