



C 43501-A **COMMERCE
FACTORY**

(Pages 2)

Name.....

Reg. No.....

FIRST SEMESTER B.Com. DEGREE EXAMINATION, JULY 2013

(CCSS)

BC 1B 01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS

Time : Three Hours

Maximum : 30 Weightage

This Part consists of three bunches of questions carrying equal weightage of ¼.

Part A

Answer all twelve questions.

I. Choose the most Appropriate answer :

- 1 Which of the following is not an element in "directing" ?
 - (a) Supervision.
 - (b) Leadership.
 - (c) Organising.
 - (d) Motivation.
- 2 In which of the leadership styles the leaders strictly adhere to the organizational rules and policies ?
 - (a) Autocratic.
 - (b) Democratic.
 - (c) Laissez Faire.
 - (d) Bureaucratic.

II. Fill in the blanks :

- 3 _____ is the management expert who proposed MBO.
- 4 _____ and _____ are the two factors in Herzberg's 2-factor theory of motivation.

III. State true or false :

- 5 In delegation there is transfer of responsibility and authority.
- 6 Elton Mayo belongs to the Human Behaviour School of Neo classical era.

IV. Match the following :—

- | | |
|----------------------------|--------------------------------------|
| 7 Hawthorne effect | (a) Motivates. |
| 8 Business Ethics | (b) Elton Mayo. |
| 9 Corporate Planning | (c) Hygeine Factor. |
| 10 Transformational Leader | (d) Top Management. |
| | (e) Corporate Social Responsibility. |

V. Answer, in one word :

- 11 Who is hailed as the founder of classical management ?
- 12 Authority and responsibility is transfered to the lower level in which kind of planning ?

(12 × ¼ = 3 weightage)

Turn over

Part B

Short Answer Type Questions.
Answer all nine questions.

- 13 What is meant by staffing ?
- 14 What do you understand by unity of command ?
- 15 Name the steps in group formation.
- 16 What do you mean by corporate social responsibility ?
- 17 What is operational planning ?
- 18 Explain departmentation ?
- 19 What is parity of authority and responsibility ?
- 20 What is valence in motivation ?
- 21 Define organisational culture.

(9 × 1 = 9 weightage)

Part C

Short Essay or Paragraph Questions.
Answer any five from seven.

- 22 Explain divisional organisational structure.
- 23 Discuss any two leadership theories.
- 24 Differentiate transformational and transactional leadership.
- 25 Explain the functional areas of management.
- 26 Explain the controlling techniques.
- 27 Explain some of the ethical issues in management.
- 28 Explain corporate governance with an example.

(5 × 2 = 10 weightage)

Part D

Essay questions.
Answer any two questions.

- 29 Explain any three organizational structure with diagrams.
- 30 Discuss the contribution of F.W. Taylor and Henry Fayol.
- 31 What is Maslow Pyramid. Compare it with ERG Model and Vroom Theory.

(2 × 4 = 8 weightage)