



FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, JUNE 2012

(CCSS)

BC 1B 01/BB 1B01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS

(Common for B.Com./B.B.A.)

[Private / SDE]

Time : Three Hours

Maximum : 30 Weightage

Part I

Answer all nine questions.

Each question carries a weightage of 1.

1. Define Management.
2. What is meant by Unity of Direction ?
3. What is Delegation of authority ? What are the steps in it ?
4. What is free-rein leadership ?
5. Define performance management.
6. What is meant by business ethics ?
7. What do you mean by values ?
8. Define leadership.
9. What is meant by selection ?

(9 × 1 = 9 weightage)

Part II

Answer any five questions.

Each question carries a weightage of 2.

Answer not to exceed one page each.

10. What is planning ? State the different steps in planning.
11. What is direction ? Explain the principles of direction.
12. What is recruitment ? What are the sources of recruitment ?
13. Critically evaluate the empirical approach to Management thought.
14. What is MBO ? Explain its features.
15. Explain the principles of Scientific Management.
16. State and explain the relevance of ethics and values in management.

(5 × 2 = 10 weightage)

Turn over

Part III

Answer any two questions.

Each question carries a weightage of 4.

17. "Management is regarded as an art by some, science by others and inexact science by many more. The truth seems to be somewhere in between." In the light of the statement, explain the exact nature of management.
18. What is motivation? State and explain the Need Hierarchy Theory of motivation.
19. Explain the importance of leadership. State and explain the different styles of leadership.
(2 × 4 = 8 weightage)

Multiple Choice Questions

1. The principles of Scientific Management were more concerned with the problems at the _____ levels.
 - (a) Higher levels.
 - (b) Middle.
 - (c) Operating.
 - (d) None.
2. Father of Modern Management theory is _____.
 - (a) Henry Fayol.
 - (b) F.W. Taylor.
 - (c) Henry Gantt.
 - (d) None.
3. _____ suggests that each communication going up or coming down must flow through each position in the line of authority.
 - (a) Communication pattern.
 - (b) Horizontal communications.
 - (c) Scalar chain.
 - (d) None of these.
4. Management can be considered as _____.
 - (a) Exact science.
 - (b) Inexact science.
 - (c) Scalar Science.
 - (d) (b) or (c).
5. _____ is that phase of business enterprise that concerns itself with the overall determination of institutional objectives and the policies necessary to be followed in achieving those objectives.
 - (a) Management.
 - (b) Administration.
 - (c) Both of these.
 - (d) None.
6. _____ has defined the basic problem of managing as the art of "knowing exactly what you want men to do and then see that they do it in the best and cheapest way".
 - (a) Henry Fayol.
 - (b) F.W. Taylor.
 - (c) Mary parker Follet.
 - (d) None of these.
7. According to functional foremanship, the speed boss, inspector, foreman and gang boss are entrusted with the _____ aspect of work.
 - (a) Planning.
 - (b) Organizing.
 - (c) Doing.
 - (d) None of these.

8. _____ is undertaken to find out the one best way of doing the thing.
- (a) Job Analysis.
 - (b) Merit rating.
 - (c) Job enrichment.
 - (d) None.
9. The principle of Unity of command is contrary to Taylors _____.
- (a) Rule of thumb.
 - (b) Unity of Direction.
 - (c) Functional foremanship.
 - (d) None of these.
10. According to _____ principle, each group of activities with the same objective must have one head and one plan.
- (a) Unity of Direction.
 - (b) Unity of command.
 - (c) Either of these.
 - (d) None.
11. Everything which goes to increase the importance of subordinates role is _____.
- (a) Decentralization.
 - (b) Centralization.
 - (c) Either (a) or (b).
 - (d) None.
12. The book "Functions of Executive" was written by _____.
- (a) P.F. Drucker.
 - (b) Chester Barnard.
 - (c) Herbert Simon.
 - (d) None.
13. _____ school of Management recognizes the existence of a centralized body of knowledge for the management.
- (a) System approach.
 - (b) Empirical.
 - (c) Contingency.
 - (d) Operational.
14. _____ school of thought has developed on the idea that there is no single best method to find solutions to managerial problems.
- (a) System approach.
 - (b) Empirical.
 - (c) Contingency.
 - (d) Operational.
15. Koontz and O'Donnel are the advocates of _____ approach to management.
- (a) System approach.
 - (b) Empirical.
 - (c) Contingency.
 - (d) Operational.
16. According to _____ approach, management is a logical process and it can be expressed in terms of mathematical symbols and relationships.
- (a) Empirical.
 - (b) Management science.
 - (c) Contingency.
 - (d) Operational.
17. _____ approach of management heavily concentrates of "People" aspect of :
- (a) Human relations.
 - (b) System.
 - (c) Empirical.
 - (d) Management science.

18. ——— is the art of knowing exactly what you want men to do and then seeing that how they do it in the best and cheapest way.
- (a) General management. (b) Scientific Management.
(c) Administration. (d) None.
19. ——— is introduced to secure the benefits of division of labour or specialization at the supervising level under scientific management.
- (a) Operating management. (b) Functional foremanship.
(c) Either (a) or (b). (d) None.
20. ——— helps to determine a fair days work and rest period to complete it.
- (a) Work study. (b) Time study.
(c) Motion study. (d) All of these.