

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2016**Third Semester****Core Course IX—BUSINESS MANAGEMENT**

(Common for Model I, Model II and UGC Sponsored B.Com. Degree Programmes)

[2013 Admission onwards]

Time : Three Hours

Maximum : 80 Marks

Answers may be written either in English or Malayalam.

Part A (Short Answer Questions)

*Answer all questions.
Each question carries 1 mark.*

1. What is Administration ?
2. Explain POSDCORB.
3. What is meant by Scalar chain ?
4. Define Scientific Management.
5. What is Span of Management ?
6. Define Motivation.
7. What is meant by Laissez faire Leadership ?
8. Write a note on Decentralisation of Authority.
9. Define Manpower Planning.
10. What is meant by Control by exception ?

(10 × 1 = 10)

Part B (Brief Answer Questions)

*Answer any eight questions.
Each question carries 2 marks.*

11. Differentiate between unity of command and unity of direction.
12. Write a short note on the emergence of Japan as an Industrial unit.
13. Is Management a Profession ? Explain.
14. What are the features of Planning ?
15. Mention the qualities of a good leader.
16. What are the merits of internal source of recruitment ?

Turn over

17. Communication is a two-way process. Discuss.
18. What are the features of MBO ?
19. Distinguish between formal and informal organization.
20. Control is forward looking. Explain.
21. State the assumptions of theory Y.
22. What are the different types of training ?

(8 × 2 = 16)

Part C (Short Essays)

*Answer any six questions.
Each question carries 4 marks.*

23. Distinguish Management from Administration.
24. Write a short note on Social Responsibility of Management.
25. Explain the Herberg's Hygiene Theory.
26. Explain briefly about Management grid by Likert's Four level model.
27. What are the essentials of a good control system ?
28. Write a short note on Managerial grid by Blake and Mounon.
29. Explain the characteristics of good leadership.
30. Write a short note on the contribution of Henry Fayol in Principles of Management.
31. What is planning premises ? Explain its nature.

(6 × 4 = 24)

Part D (Essays)

*Answer any two questions.
Each question carries 15 marks.*

32. What are Social responsibilities ? Explain the social responsibilities of business to its various constituents.
33. Discuss the merits and drawbacks of MBO. What guidelines will you prescribe for its successful implementation ?
34. What is meant by selection procedure ? Describe the steps involved in recruitment and selection.
35. What is Motivation ? What are the methods adopted to motivate employees ?

(2 × 15 = 30)