

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2011**Third Semester****Core Course 9—BUSINESS MANAGEMENT**

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

Time : Three Hours

Maximum Weight : 25

Answers may be written either in English or in Malayalam.

Section A

This section consists of four bunches of four questions.

Each bunch carries a weight of 1.

Answer all questions.

Bunch I

I. Choose the correct answer from the choices given :

1 Chain of command means :

- | | |
|---------------|----------------------------------|
| (a) an order. | (b) plan of who reports to whom. |
| (c) decree. | (d) directive. |

2 Which of the following is an element of delegation ?

- | | |
|---------------------|-----------------|
| (a) Accountability. | (b) Incentives. |
| (c) Training. | (d) Control. |

3 Delegation means :

- | | |
|------------------------------|----------------------|
| (a) Body of delegates. | (b) Departmentation. |
| (c) Devolution of authority. | (d) Mission. |

4 Profession involves :

- | | |
|------------------------------------|-----------------|
| (a) Trade. | (b) Career. |
| (c) Distinct intellectual quality. | (d) Occupation. |

Bunch II

II. Fill in the blanks :

- 5 ——— reduces the burden of Executives.
- 6 ——— refers to the extent to which authority is concentrated in an enterprise.
- 7 ——— is deciding in advance what is to be done.
- 8 The act of stimulating some one to take a desired course of action is known as ———.

Turn over

Bunch III

III. State whether the following statements are True or False :

- 9 Placement involves assigning a specific rank and responsibility to an individual.
- 10 Development involves preparing the individual for a future job.
- 11 Non-verbal communication is a non-word human response.
- 12 Co-ordination is a function of executive.

Bunch IV

IV. Match the following :—

- | | |
|-----------------------|--------------------------------|
| 13 Hierarchy of needs | (a) Forecast. |
| 14 Budget | (b) Maturity characteristics. |
| 15 EQ | (c) Correction of performance. |
| 16 Control | (d) Sigmund Freud. |
| | (e) Abraham Maslow. |
| | (f) F.W. Taylor. |

(4 × 1 = 4)

Section B

*Answer any five questions.
Each question carries a weight of 1.*

- 17 What are policies ?
- 18 Define "Planning".
- 19 What is meant by Decentralisation of authority ?
- 20 What is meant by organization structure ?
- 21 Define "Leadership".
- 22 Define "Management".
- 23 Define "Motivation".
- 24 What is Job specification ?

(5 × 1 = 5)

Section C

*Answer any four questions.
Each question carries a weight of 2.*

- 25 What are the characteristics of objectives ?
- 26 Distinguish between Line organization and Functional organization.
- 27 What are the advantages of organization structure ?
- 28 Explain the communication process.

- 29 Explain the characteristics of leadership.
- 30 What are the advantages of delegation ?

(4 × 2 = 8)

Section D

*Answer any two questions.
Each question carries a weight of 4.*

- 31 Explain Maslow's Hierarchy of needs.
- 32 Define co-ordination. What is its importance ?
- 33 Discuss the principles of Scientific Management.

(2 × 4 = 8)