

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2012**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.

Each bunch carries a weight of 1.

Answer all questions.

I. Choose the correct answer from the choices given :

1 In management, authority means :

- | | |
|----------------------|------------------------|
| (a) A form of power. | (b) A person. |
| (c) Jurisdiction. | (d) None of the above. |

2 Chain of Command means :

- | | |
|---------------|----------------------------------|
| (a) An order. | (b) Plan of who reports to whom. |
| (c) Decree. | (d) Directive. |

3 Which of the following is not an advantage of MBO ?

- | | |
|-----------------------------|------------------------------|
| (a) Team work. | (b) Clarity in organization. |
| (c) Undermining leadership. | (d) Commitment. |

4 Which of the following is an element of delegation ?

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

II. Fill in the blanks :

- 5 The grouping of activities to attain enterprise objective is known as _____.
- 6 _____ means pooling of efforts on the basis of specialisation.
- 7 _____ reduces the burden of executives.
- 8 The introduction of the employee to the job is known as _____.

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

- 9 Training refers to the process of imparting specific skills.
- 10 Placement involves assigning a specific rank and responsibility to an individual.
- 11 Intelligence test will not determine a person's word fluency.
- 12 Management is a social process.

Turn over

IV. Match the following :

- | | | | |
|----|----------------------|-----|----------------------------|
| 13 | ERG theory | (a) | Co-ordination. |
| 14 | Control | (b) | Functional organization. |
| 15 | Over specialisation. | (c) | F.W. Taylor. |
| 16 | Budget | (d) | Alderfer. |
| | | (e) | Forecast. |
| | | (f) | Correction of performance. |

(4 × 1 = 4)

Section B

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

- 17 Define Management.
- 18 What is meant by Profession ?
- 19 What is Scalar Chain ?
- 20 Define "Discipline".
- 21 What is Centralization ?
- 22 What is formal organization ?
- 23 What is Job specification ?
- 24 Define "Staffing".

(5 × 1 = 5)

Section C

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

- 25 What are the basic principles of Scientific Management ?
- 26 Is management a profession ? Why ?
- 27 Bring out the characteristics of Planning.
- 28 What are the advantages of Delegation ?
- 29 What are the benefits of Job analysis ?
- 30 Explain the characteristics of control.

(4 × 2 = 8)

Section D

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

- 31 Discuss the characteristics of MBO.
- 32 Distinguish between Management and Administration.
- 33 Discuss briefly the various training methods.

(2 × 4 = 8)