

**B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2013****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.*

**I. Choose the correct answer from the choices given :**

1. Unity of command means :

- |                        |                                   |
|------------------------|-----------------------------------|
| (a) One head one plan. | (b) One superior one subordinate. |
| (c) One goal.          | (d) Two master's one subordinate. |

2. Ad hoc plan is :

- |                          |                           |
|--------------------------|---------------------------|
| (a) Permanent in nature. | (b) Evaluating the plans. |
| (c) Temporary in nature. | (d) Master plan.          |

3. Maslow's theory of motivation consists :

- |                   |                  |
|-------------------|------------------|
| (a) Four stages.  | (b) Five stages. |
| (c) Three stages. | (d) Six stages.  |

4. Scientific management is developed by :

- |                  |                    |
|------------------|--------------------|
| (a) Henry Fayol. | (b) Peter Drucker. |
| (c) F.W. Taylor. | (d) Philip Kotler. |

**II. Fill in the blanks :**

5. 'B' in PODSCORB is \_\_\_\_\_.
6. A leader who dictates his followers is \_\_\_\_\_ leader.
7. \_\_\_\_\_ is the synchronization of all activities.
8. When more salary is given it is \_\_\_\_\_ incentive.

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

9. Profession involves a systematic body of knowledge.
10. Planning is for past activities.
11. Through delegation top executives will be relieved of duties.
12. In scalar chain authority moves from bottom to top.

IV. Match the following: :—

- |                       |                                 |
|-----------------------|---------------------------------|
| 13. Control           | (a) Aptitude test.              |
| 14. Motivation        | (b) Establishment of standards. |
| 15. Selection         | (c) Henry Fayol.                |
| 16. Mental revolution | (d) Financial incentive.        |
|                       | (e) Taylor.                     |
|                       | (f) Profession.                 |

(4 × 1 = 4)

#### Section B

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

17. Explain Management.
18. What is social responsibility ?
19. What do you mean by delegation ?
20. Who is a democratic leader.
21. What are esteem needs in Maslow's theory of motivation ?
22. What is informal communication ?
23. What is supervision ?
24. What are methods ?

(5 × 1 = 5)

#### Section C

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

25. What is the nature of management ?
26. Explain the elements of planning.
27. What is delegation ? Explain its merits.

28. What are the qualities required for good leader ?
29. Explain theory X and theory Y in motivation.
30. What is M.B.O. ? Explain its elements.

(4 × 2 = 8)

#### **Section D**

*Answer any two questions.*

*Each question carries a weight of 4.*

31. What are the principles of management stated by Henry Fayol ?
32. What is controlling ? Explain the steps in controlling.
33. What is organizing explain the different types of organization ?

(2 × 4 = 8)