

D 13539

(Pages : 2)

Name.....

Reg. No.....

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021

B.Com.

BCM 1B 01—BUSINESS MANAGEMENT

(2019 to 2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A*Answer all questions.**Each question carries 2 marks.*

1. Define logistics management.
2. What is encoding ?
3. What is meant by esprit de corps ?
4. What is formal organisation ?
5. What is supervision ?
6. Define departmentation.
7. What is extrinsic motivation ?
8. What is informal communication ?
9. What do you know about deontological theory ?
10. What is span of control ?
11. What is meant by planning premises ?
12. What do you understand by fish bone diagram ?
13. What is management by exception ?
14. What is instrumentality ?
15. What is a programmed decision ?

(15 × 2 = 30, Maximum ceiling 25 marks)

Part B*Answer all questions.**Each question carries 5 marks.*

16. Define business ethics. Explain the different views of business ethics.
17. Write up the benefits of ISO Certification.

Turn over

18. Explain the techniques of co-ordination.
19. State the objectives of logistics management.
20. What is Holacracy ? Explain the essential elements of it.
21. Explain the steps involved in the implementation of CSR activities.
22. Describe the process of planning.
23. Illustrate MC Gregor's theory of motivation.

(8 × 5 = 40, Maximum ceiling 35 marks)

Part C

Answer any two questions.

Each question carries 10 marks.

24. Define TQM. Explain the principles of TQM.
25. Explain the barriers of communication.
26. Elaborate the merits and demerits of scientific management.
27. What is stress management ? Explain the techniques of stress management adopted by individuals and organizations.

(2 × 10 = 20 marks)