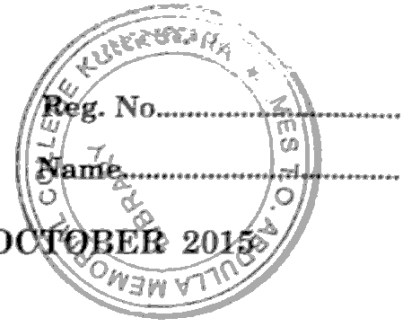


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B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2015

Third Semester

Core Course 9—BUSINESS MANAGEMENT

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

[Prior to 2013 Admissions]

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 of **four** questions carries a weight of 1.*

*Answer **all** questions.*

I. Choose the correct answer from the choices given :

1 Functional approach to management was developed by :

- (a) Taylor. (b) Terry.
(c) Fayol. (d) Louis Allen.

2 Esprit de Corps principle of management states that :

- (a) Labour turnover should be minimised.
(b) Discipline should be maintained.
(c) There should be only one superior for each subordinate.
(d) There is need for teamwork.

3 Authority means :

- (a) Right to take decisions. (b) Right to command.
(c) Right to obey the orders. (d) None of these.

4 Which one of the following is the oldest form of organisation ?

- (a) Functional organisation. (b) Line organisation.
(c) Line and Staff organisation. (d) Departmentation.

II. Fill in the blanks :

5 Delegation of authority is linked to ———.

6 ——— is called the father of Scientific Management.

Turn over

7 The line and staff organisation the staff performs the function of _____.

8 Social responsibility implies responsibility towards _____.

III. State whether the statements are True or False :

9 Administration is concerned with the execution of policies.

10 Short range plans are framed at lower levels.

11 Organisation is the primary function of management.

12 External recruitment needs less time and money.

IV. Match the following :—

13 Formulation of policies

(a) Luther Gullick.

14 PODSCORB

(b) Source of recruitment.

15 Employment exchange

(c) Henry Fayol.

16 Profession

(d) Standing Plan.

(e) Management.

(f) Administration.

(4 × 1 = 4)

Section B

Answer any five questions.

Each question carries a weight of 1.

17 Define Planning.

18 What is delegation of authority ?

19 What is span of control ?

20 What is "Campus Interview" ?

21 Define motivation.

22 What is horizontal leadership ?

23 "Control is forward looking." Explain.

24 What is organisational chart ?

(5 × 1 = 5)

Section C

Answer any four questions.

Each question carries a weight of 2.

25 What are the different levels of management ?

26 Discuss the characteristics of a good plan.

27 What is decentralisation ? Discuss the important factors affecting the degree of decentralisation in an organisation.

- 28 What are the advantages of informal communication ?
- 29 Define Manpower Planning. Explain the steps of the manpower planning process.
- 30 Explain briefly Fayol's principles of management.

(4 × 2 = 8)

Section D

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

- 31 Describe the various steps involved in the selection procedure.
- 32 What is functional organisation ? What are its advantages ?
- 33 What is leadership ? Explain its importance in management.

(2 × 4 = 8)