

D 12579

(Pages : 2)

Name.....

Reg. No.....

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

B.Com.

BCM 1B 01—BUSINESS MANAGEMENT

(2021 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A**

*Answer at least **ten** questions.  
Each question carries 3 marks.  
All questions can be attended.  
Overall Ceiling 30.*

1. What is meant by business ecosystem ?
2. What is corporate citizenship ?
3. Define business ethics.
4. What is line organisation ?
5. What is motion study ?
6. What is meant by control by exception ?
7. Write the meaning of diagonal communication.
8. What is meant by MBO ?
9. What do you know about change management ?
10. Write any two merits of centralization.
11. What is globalization ?
12. What is mental revolution ?
13. What do you mean by gamification ?
14. What is management by participation ?
15. Define motivation.

(10 × 3 = 30 marks)

**Section B**

*Answer at least **five** questions.  
Each question carries 6 marks.  
All questions can be attended.  
Overall Ceiling 30.*

16. How to overcome communication barriers ?
17. Differentiate between delegation and decentralization.

**Turn over**

18. Explain the principles of co-ordination.
19. Mention the benefits of management by exception.
20. State the causes of increasing the role of logistics management.
21. Explain the barriers to effective planning.
22. Describe the different forms of flexible work arrangements.
23. State the essentials of an effective leadership.

(5 × 6 = 30 marks)

### Section C

*Answer any two questions.  
Each question carries 10 marks.*

24. Write an essay on theories of ethics.
25. Discuss the tools and techniques of controlling.
26. Explain the principles of general management.
27. What is stress? Explain the factors causing stress.

(2 × 10 = 20 marks)