

**D 32301**

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Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2022**

B.Com.

BCM 1B 01—BUSINESS MANAGEMENT

(2019—2022 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

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

1. What is Eudaimonism ?
2. Define Co-ordination.
3. What is scalar chain ?
4. What is Decoding ?
5. Write up the advantages of gamification.
6. What is meant by negative reinforcement ?
7. What do you understand by primacy of planning ?
8. What is financial motivation ?
9. What do you know about Rank and Yank ?
10. What is Accountability ?
11. What is stress management ?
12. What is meant by functional foremanship ?
13. Define Corporate Governance.
14. What is Kaizen ?
15. What is line and staff organisation ?

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

**Turn over**

**Part B**

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

16. Why corporate governance is more important in today's business world ?
17. Describe the process of communication.
18. Explain the principles of delegation.
19. Write a note on trait theory of leadership.
20. State the benefits of TPM.
21. Explain the contributions made by Henry Fayol to management thought.
22. Differentiate between policies and rules.
23. Why departmentation is necessary ?

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

**Part C**

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

24. Define logistics management. Explain the activities involved in it.
25. Explain the essentials of a good control system.
26. What is meant by business ethics ? Explain the factors influencing business ethics.
27. Discuss the principles of organizing.

(2 × 10 = 20 marks)