B.Com. DEGREE (C.B.C.S.) EXAMINATION, JUNE 2018

Second Semester

Core—BUSINESS MANAGEMENT

[Common to Model I, II and III]

(2017 Admissions only)

Time : Three Hours   Maximum : 80 Marks

Part A

Answer any **ten** *questions.*
Each question carries 2 marks.

1. What is quality circle ?

2. Define scalar chain.

3. What is ROI ?

4. What is span of management ?

5. What is a circular chart ?

6. Explain motion study.

7. What is meant by profession ?

8. Define Planning.

9. What is strategy ?

10. What is feedback ?

11. Define recruitment.

12. Define Job Analysis.

(10 × 2 = 20 marks)

Part B

Answer any **six** *questions.*
Each question carries 5 marks.

13. Explain Maslow's need Hierarchy Theory.

14. What are the steps in controlling process ?

Turn over

15. Explain the methodology of Six Sigma.

16. Distinguish between Management and Administration.

17. Explain the various types of planning premises.

18. What are imposed policies ?

19. Describe the features of objectives.

20. What are the benefits of planning ?

21. Discuss the line and staff conflict.

(6 × 5 = 30 marks)

Part C

Answer any **two** *questions.*
Each question carries 15 marks.

22. Describe various methods of training.

23. What is MBO ? Explain the advantages and disadvantages of MBO.

24. Explain Henry Fayol's prices of management.

25. Describe Motivational theory X and theory Y.

(2 × 15 = 30 marks)