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(Pages : 2)

Reg. No.....

Name.....

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

Third Semester

Core Course IX—BUSINESS MANAGEMENT

(Common for Model I, Model II and U.G.C. Sponsored B.Com. Degree Programmes)

[2013—2016 Admissions]

Time : Three Hours

Maximum Marks : 80

Answers may be written either in English or in Malayalam.

Part A (Short Answer Questions)

Answer all questions.

Each question carries 1 mark.

1. Define Management.
2. What is unity of direction ?
3. What is MBE ?
4. What is budgeting ?
5. What is line authority ?
6. Define group dynamics.
7. What is orientation ?
8. Define performance appraisal.
9. Define directing.
10. What is leadership ?

(10 × 1 = 10)

Part B (Brief Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

11. Explain the role of manager in an organisation.
12. What are the functional areas of the management ?
13. What are the features of planning ?
14. What are the advantages of strategies ?

Turn over

15. What are the features of line organisation ?
16. What are advantages of decentralisation ?
17. What are the elements of performance appraisal ?
18. Explain the importance of staffing.
19. What are the objectives of HRD ?
20. What is responsibility accounting ?
21. What is autocratic leadership ?
22. What is path-goal approach ?

(8 × 2 = 16)

Part C (Short Essays)

*Answer any six questions.
Each question carries 4 marks.*

23. Describe the objectives of management.
24. "Management is an inexact science". Comment.
25. Explain the objectives of planning.
26. What are the essential requirements of an effective plan ?
27. Distinguish between centralisation and decentralisation.
28. Explain the steps in the process of delegation.
29. What are the steps of career strategy process ?
30. Explain the principles of human resource development.
31. Explain the features of control.

(6 × 4 = 24)

Part D (Essays)

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

32. Explain the different schools of management thoughts.
33. Define planning. What are the steps in planning ?
34. Define human resource management. Explain the importance of human resource development.
35. Discuss the main theories of motivation.

(2 × 15 = 30)