

18103064

(Pages : 2)

Reg. No.....

Name.....

**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 principles of management.
25. Describe Motivational theory X and theory Y.

(2 × 15 = 30 marks)