

B. COM DEGREE END SEMESTER EXAMINATION - OCTOBER 2019**SEMESTER – 3, COMMERCE (CORE COURSE)****COURSE: 15U3RCOM8 – BUSINESS MANAGEMENT**

(For Regular - 2018 Admission and Supplementary / Improvement 2017, 2016 & 2015 Admissions)

Time: Three Hours

Max. Marks: 75

SECTION – A

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

1. What is meant by scientific management?
2. Define MBO.
3. Define planning.
4. What do you mean by HRM?
5. What do you mean by planning premises?
6. What is meant by motivation?
7. What do you mean by unity of command?
8. Define morale.
9. What is meant by recruitment?
10. What is meant by ERG?

(2 x 10 = 20)

SECTION – B

*Answer any **five** questions. Each question carries **five** marks.*

11. Briefly explain the concept of MBE.
12. Briefly explain objectives of recruitment.
13. Describe the importance of planning.
14. Briefly explain the advantages of training.
15. Enumerate the essentials of a good control system.
16. Explain the drawbacks of seniority based promotion.
17. Briefly explain the process of MBO.

(5 x 5 = 25)

SECTION – C

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

18. Explain the meaning of selection and describe steps involved in selection procedure.
19. Elucidate the concept and significance of corporate social responsibility.
20. Describe Fayol's Principles of Management.
21. Explain the importance of HRM and describe its major functions.
22. What is meant by performance appraisal? Explain the various methods of performance appraisal.

(10 x 3 = 30)
