

Reg. No

Name

22U353

B. COM DEGREE END SEMESTER EXAMINATION : OCTOBER 2022

SEMESTER 3 : COMMERCE

COURSE : 19U3RCOM12 : BUSINESS MANAGEMENT

(For Regular - 2021 Admission and Improvement / Supplementary - 2020 / 2019 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Answer any 10 (2 marks each)

1. List any two plans based on coverage.
2. What do mean by Morale?
3. Explain HRP.
4. Define HRD.
5. Explain Order.
6. Define Controlling.
7. What are Long Range Plans?
8. Define Motivation.
9. What do you mean by Controlling?
10. What do you mean by in Basket Exercise?
11. List the techniques of Motivation.
12. What do you mean by Business Management?

(2 x 10 = 20)

PART B

Answer any 5 (5 marks each)

13. Distinguish between motivation and morale.
14. Enumerate the merits of seniority based promotions.
15. What are the various internal sources of recruitment?
16. What do you mean by Benchmarking ?
17. What do you mean by planning? Enumerate any four types of plan.
18. Explain Vroom's s Valence Expectancy theory.
19. Explain the consequences of poor Work Life Balance.
20. Explain the disadvantages of MBE.

(5 x 5 = 25)

PART C

Answer any 3 (10 marks each)

21. What is Planning? Explain the various steps in planning.
22. Explain Maslow's Need Hierarchy Theory.

23. Explain Taylor's Scientific Management Principles.
24. Explain the steps in the process of selection.
25. Define control & explain the essentials of a good control system.

(10 x 3 = 30)