

**B.COM. DEGREE END SEMESTER EXAMINATION - OCTOBER/NOVEMBER 2018****SEMESTER –3: COMMERCE (CORE COURSE)****COURSE: U3CRCOM9: – BUSINESS MANAGEMENT***(For Supplementary - 2014 admission)*

Time: Three Hours

Max. Marks: 75

**SECTION A***Answer **all** questions. Each question carries 1 mark*

1. What is meant by MBE?
2. List the levels of Management.
3. What is meant by Strategic Planning?
4. What is De-centralization?
5. What do you mean by Corporate Social Responsibility?
6. What do you mean by Authority?
7. Explain Delegation.
8. What do you mean by Single Use Plan?
9. List out any two Key Result Areas of a business organization.
10. What do you mean by Recruitment?

**(1 x 10 = 10)****SECTION B (Write short notes on)***Answer **any eight** questions. Each question carries 2 marks*

11. What is Motivation?
12. Expand PERT and CPM.
13. Explain the meaning of the term group dynamics.
14. What is Interview?
15. What is Selection?
16. What is Committees?
17. What do you mean by Non-Business Management?
18. Operational Control
19. What do you mean by Self-actualisation needs?
20. Explain Manpower Planning

**(2 x 8 = 16)****SECTION C***Answer **any five** questions. Each question carries 5 marks*

21. Distinguish between Policy and Strategy
22. Explain Maslow's Need Hierarchy Theory.
23. Explain different styles of Leadership.
24. What is organization structure? Explain different types of organization structures.

- 25. Distinguish between Theory X and Theory Y
- 26. Explain Managerial Grid.
- 27. Enumerate the Principles of Direction. (5 x 5 = 25)

**SECTION D**

*Answer **any two** questions. Each question carries **12** marks*

- 28. What are the major limitations of Planning? What actions can be taken to make planning effective?
- 29. What are the various Sources of Recruitment?
- 30. What is organizing? Explain the principles of Organization.
- 31. Explain Henry Fayols contributions to management. (12 x 2 = 24)

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