

Reg. No..... Name.....

BA BSc BCOM DEGREE END SEMESTER EXAMINATION - NOVEMBER 2025**UGP (HONS.) SEMESTER - 1: DISCIPLINE SPECIFIC COURSE****COURSE: 24UBBADSC102: GENERAL BUSINESS MANAGEMENT***(For Regular 2025 and Improvement/Supplementary 2024 Admission)*

Time: 2 Hours

Max. Marks: 70

PART A**Answer All questions. Each question carries 2 marks.**

1. Define Planning. (CO1, R)
2. Mention two functions of Marketing Management. (CO2, R)
3. State the meaning of TQM. (CO3, R)
4. Present two differences between leadership and management. (CO1, R)
5. Write any two principles of Business Ethics. (CO4, R)

(2 x 5 = 10 Marks)**PART B****Answer any five questions. Each question carries 5 marks.**

6. Express your views on the importance of motivation in Human Resource Management. (CO2,An)
7. Ethics in business is often context-specific. Illustrate with examples from the corporate world. (CO4,U)
8. Explain how the “4 Ps of Marketing” can influence consumer behavior. (CO2,U)
9. Show how organisational structure impacts communication and decision-making. (CO1,A)
10. Explain three objectives of Financial Planning. (CO3,U)
11. How does Information System support decision-making in business? (CO3,U)
12. Discuss the role of CSR in strengthening the relationship between business and society. (CO4, An)

(5 x 5 = 25 Marks)**PART C****Answer any one questions. Each question carries 10 marks**

13. Evaluate the role of CSR in ensuring sustainable business growth. How does CSR contribute to society and business simultaneously? (CO4, E)
14. “Financial Planning is the backbone of effective business management.” Justify this statement with examples from modern organizations. (CO3, – E/C)

(10 x 1 = 10 Marks)

PART D (Case Study – 25 Marks)**Case:**

15. Infosys Ltd. is one of India's largest IT companies. The organisation is known for its strong ethical culture and transparent governance practices. Infosys has consistently emphasised integrity, fair play, and employee-friendly policies. However, in recent years, it has faced challenges such as whistleblower complaints and concerns over high executive pay compared to average employee salaries. The company's leadership insists that ethics is non-negotiable, but stakeholders continue to raise questions about balancing profitability, fairness, and transparency.

Questions (5 marks each):

- List two ethical practices followed by Infosys as mentioned in the case. (CO4, R/U)
- Explain whether high executive pay affects ethical perception among stakeholders. (CO4, An)
- Analyse the benefits and risks of a strong ethical culture in an IT company. (CO4, E)
- Suggest measures Infosys can take to reinforce its ethical values. (CO4, C)
- From your observation, describe how transparent governance builds long-term trust. (CO4, E/A)

(25 x 1 = 25 Marks)**CO Mapping with Bloom's Taxonomy**

Course Outcome (CO)	Bloom's Levels Covered	Marks Allotted	% of Total (70)
CO1 – Contemporary principles	Remember (R), Apply (A)	12	17%
CO2 – Structure & functions (Marketing, HRM)	Remember (R), Understand (U), Analyse (An)	17	24%
CO3 – Finance & Operations	Understand (U), Apply (A)	10	14%
CO4 – CSR, Ethics, Society	Remember (R), Understand (U), Analyse (An), Evaluate (E), Create (C)	31	45%