

B. COM DEGREE END SEMESTER EXAMINATION - OCTOBER 2018**SEMESTER – 3, COMMERCE (CORE)****COURSE: 15U3RCOM8 – BUSINESS MANAGEMENT**

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

Time: Three Hours

Max. Marks: 75

Section – A

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

1. Define planning.
2. What do you mean by HRM?
3. Expand POSDCORB
4. What is meant by motivation?
5. What is meant by scientific management?
6. List the principles of management
7. Define morale
8. What is meant by induction?
9. Define HRP
10. What is meant by recruitment? (2 × 10 = 20 Marks)

Section – B

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

11. Briefly explain the major functions of management.
12. Briefly explain advantages of training.
13. Describe the importance of planning.
14. Distinguish between training and development.
15. Enumerate the essentials of a good control system.
16. Briefly explain the concept of MBE.
17. Explain the advantages of merit based promotion. (5 × 5 = 25 Marks)

Section – C

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

18. Discuss the concept of motivation and elucidate the important theories of motivation.
19. Describe the merits and demerits of corporate social responsibility.
20. Explain the importance of HRM and describe its major functions.
21. What is meant by training? Explain the various types of training.
22. Explain the objectives of recruitment and describe the various sources of recruitment. (10 × 3 = 30 Marks)
