

TB242877F

Reg. No :

Name :

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2024

2023 ADMISSIONS REGULAR

SEMESTER II - CORE COURSE COMMERCE

CO2C06B23 - Business Management

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks

(10x2=20)

1. Enumerate the meaning of work study.
2. Summarize the various functions of middle level management.
3. State the implications of Universality of management.
4. Indicate the purpose of planning.
5. Explain the meaning of schedules.
6. Give the meaning of Centralisation of authority.
7. Define Formal organisation.
8. Express the meaning of leadership style.
9. Enumerate Free-rein leadership.
10. Compare qualitative and quantitative standards.
11. Reproduce the steps for implementing Kaizen.
12. State any two indirect benefits of Quality Circle.



Part B

II. Answer any Six questions. Each question carries 5 marks

(6x5=30)

13. Explain the elements of scientific management.
14. 'Management is an art'. Give arguments in favor of the statement.
15. List out the functions of lower level management.
16. Briefly state and explain various single use plans.
17. Distinguish between Delegation and Decentralisation.
18. Describe Flexible budgeting.
19. Describe the steps in controlling.
20. Describe the importance of motivation.
21. Describe the elements and phases of Kaizen.

Part C

III. Answer any Two questions. Each question carries 15 marks

(2x15=30)

22. Explain the term Management. Enumerate the characteristics of management.
23. Explain different types of plans.
24. Explain Maslow's need Hierarchy Theory also explain its Criticisms.
25. Explain in detail about Kaizen.