

**P.G.D.M (C.S.S) EXAMINATION, NOVEMBER 2024**  
**2024 ADMISSIONS REGULAR**  
**SEMESTER I - CORE COURSE BUSINESS ANALYTICS**  
**BA1C05TM20 - Management Concepts and Practices**

**Time : 3 Hours****Maximum Weight : 30****Part A****I. Answer any Eight questions. Each question carries 1 weight****(8x1=8)**

1. Management is a science – Discuss.
2. Define management.
3. Distinguish between planning and decision making.
4. Examine the purpose of organising.
5. Describe the various steps in forecasting.
6. Explain the term 'leader'.
7. Distinguish between strategy and leadership.
8. Explain business ethics values.
9. List the business ethics of an organisation.
10. Distinguish code of conduct.

**Part B****II. Answer any Six questions. Each question carries 2 weight****(6x2=12)**

11. Discuss management in your own words.
12. Determine the importance of management by objective. Evaluate its need.
13. List the various functions of staffing.
14. Planning plays a vital role in the organisation- Discuss.
15. Elaborate on any three leadership styles.
16. List any two merits of line organisation.
17. Explain the role of CSR in business ethics.
18. Describe Strategic tradeoffs.

**Part C****III. Answer any Two questions. Each question carries 5 weight****(2x5=10)**

19. Write a note on technical skills.
20. Elaborate planning process.
21. Classify Porter's five forces model with examples.
22. Describe the impact of urbanization in global era.