

TB173250C

Reg. No:

Name:

B.COM. DEGREE (C.B.C.S.S) EXAMINATION, OCTOBER 2018
(2017 Admissions Regular, 2016 Admissions Supplementary/Improvement & 2015
Admissions Supplementary)
SEMESTER III - CORE COURSE (COMMERCE)
CO3B011B – BUSINESS MANAGEMENT
(For B.Com Finance and Taxation & Capital Market)

Time: Three Hours

Maximum Marks: 80

PART A

I Answer all questions. Each question carries 1 mark.

1. Define management
2. What is recruitment?
3. Define Controlling
4. Define organizing.
5. Define MBO.
6. What is accountability?

(6x1=6)

PART B

II Answer any seven questions. Each question carries 2 marks.

7. What is upward communication?
8. What is leadership?
9. What is job specification?
10. What are policies?
11. What is delegation?
12. What is decentralization of authority?
13. What is selection?
14. What is MBO?
15. What is Co-ordination?
16. Explain the importance of staffing.

(7x2=14)

PART C

III Answer any five questions. Each question carries 6 marks

17. Distinguish between management and administration.
18. Explain the various levels of management.
19. What are the benefits of job analysis?
20. Explain the characteristics of control.
21. Explain the communication process.
22. Explain the characteristics of leadership.
23. Explain informal communication.
24. Explain the nature of Directing.

(5x6=30)

PART D

IV Answer any two questions. Each question carries 15 marks

25. What are the principles of management stated by Henry Fayol?
26. Explain the steps in controlling.
27. Discuss the characteristics of MBO.
28. Explain Maslow's Hierarchy of needs.

(2x15=30)