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Reg. No. 21075311.....

Name. Athal. m. n.....

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2017

Third Semester

Core Course IX—BUSINESS MANAGEMENT

[Common for Model I, Model II and UGC Sponsored B.Com. Degree Programmes]

[2013 Admission onwards]

Time : Three Hours

Maximum Marks : 80

Answers may be written either in English or Malayalam.

Part A (Short Answer Questions)

Answer all questions.

Each question carries 1 mark.

1. What is strategic planning ?
2. What do you mean by forecasting ?
3. What is meant by scalar chain ?
4. What is unity of command ?
5. What do you mean by organisation culture ?
6. What do you mean by span of control ?
7. What is recruitment ?
8. What do you mean by manpower planning ?
9. What do you mean by leadership style ?
10. Define motivation.

(10 × 1 = 10)

Part B (Brief Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

11. What do you mean by decision-making process ?
12. What are the objectives of management ?

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13. What are the process organising ?
14. Explain MBE.
15. What are the features of delegation ?
16. What are the disadvantages of centralisation ?
17. What is functional authority ?
18. What are the importance of staffing ?
19. What is human resource management system ?
20. What are the objectives of motivation ?
21. What do you mean by leadership style ?
22. What are the techniques of motivation ?

Part C (Short Essays)

Answer any six questions.

Each question carries 4 marks.

23. Explain the features of staffing.
24. Explain the qualities of a good leader.
25. Explain the features of control.
26. Explain the objectives of performance appraisal.
27. Distinguish between formal and informal organisation.
28. Explain the characteristics of decision-making.
29. Explain the principles of planning.
30. What are the functional areas of the management ?
31. Explain the role of manager in an organisation.

(8 × 2 = 16)

(6 × 4 = 24)

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Part D (Essays)

Answer any two questions.

Each question carries 15 marks.

32. Define decision-making and explain the steps in decision-making.
33. What is delegation of authority ? Explain the principles of delegation.
34. What is controlling ? What are the importances of control ?
35. Define Leadership. Explain the different styles of leadership.

(2 × 15 = 30)