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Reg. No.....

Name.....



**B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2015**

**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 : 80 Marks

*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 meant by social responsibility of management ?
2. Define Business Management.
3. What is motion study ?
4. What are standing plans ?
5. What do you mean by span of Management ?
6. What is responsibility ?
7. What is placement ?
8. Define directing.
9. Who is a participative leader ?
10. Write a short note on managerial grid.

(10 × 1 = 10)

**Part B (Brief Answer Questions)**

*Answer any eight questions.  
Each question carries 2 marks.*

11. What are the different styles of leadership ?
12. Explain the process of decision-making.
13. Distinguish between centralisation and decentralisation.
14. Explain the different forms of organisation.

**Turn over**

15. What are the limitations of planning ?
16. What is management by exception ?
17. Distinguish between authority and accountability.
18. What is the need for giving training to employees ?
19. What is an order ? How can it be made effective ?
20. What are the functions of a supervisor ?
21. Describe the motivation theory X.
22. What is grape wine communication ?

### Part C (Short Essays)

(8 × 2 = 16)

*Answer any six questions.  
Each question carries 4 marks.*

23. How does co-ordination help in effective management action ?
24. Explain the different types of training.
25. Why management is called both science and an art ?
26. Explain the steps involved in planning.
27. Describe the characteristic features of MBO.
28. "Authority can be delegated but not responsibility". Discuss.
29. State the social responsibility of business to its customers.
30. Compare Maslow's theory of motivation with that of Herzberg.
31. Explain the process of communication.

### Part D (Essays)

(6 × 4 = 24)

*Answer any two questions.  
Each question carries 15 marks.*

32. Explain the process and principles of control.
33. Define Motivation. Enumerate the assumptions of Mc Gregor's Theory X and Theory Y. Which one is applicable in India ?
34. Define the term Leadership. Explain the theories of leadership.
35. Define Staffing. Explain the various steps in the process of staffing.

(2 × 15 = 30)