

K20U 3292



Reg. No. :

Name :



I Semester B.Com. Degree CBCSS (OBE) Reg./Sup./Imp.
Examination, November 2020
(2019 Admn. Onwards)
Core Course
1B01 COM : MANAGEMENT CONCEPTS AND PRINCIPLES

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer **any six** questions in **one** or **two** sentences. **Each** question carries 1 mark.

1. What is meant by unity of command ?
2. State the meaning of organization in a dynamic sense.
3. What do you mean by recruitment ?
4. What is negative motivation ?
5. Explain the meaning of directing.
6. Define the term management.
7. What is functional organization ?
8. State the meaning of system approach to management. (6×1=6)

SECTION – B

Answer **any six** questions in **not** exceeding **one** page. **Each** question carries 3 marks.

9. Enumerate the nature of organizing.
10. Explain Maslow's need hierarchy theory.

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11. Explain the fish bone diagram.
12. What are the principles of scientific management ?
13. What are the essentials of an effective control system ?
14. What are the types of ethics ?
15. Describe neo-classical approach to management.
16. What are the various styles of leadership ? (6×3=18)

SECTION – C

Answer **any two** questions in **not** exceeding **three** pages. **Each** question carries **8** marks.

17. State the nature of planning and briefly explain its importance in business.
18. What are the arguments for and against social responsibilities of business ?
19. Explain the following concepts in management :
 - a) Kaizen
 - b) TQM
 - c) TPM
 - d) MIS.(2×8=16)