



K20U 3217

Reg. No. :

Name :

I Semester B.Com. Degree (CBCSS – Supplementary)
Examination, November 2020
(2014-2018 Admissions)
Core Course
1B01COM : MANAGEMENT CONCEPTS AND PRINCIPLES

Time : 3 Hours

Max. Marks : 40

PART – A

I. Answer **all** questions. **Each** carries $\frac{1}{2}$ mark :

- 1) _____ communication is also known as Grape wine.
- 2) Theory X and Theory Y was developed by _____
- 3) MBO means _____
- 4) _____ leadership gives complete freedom to subordinates. (4× $\frac{1}{2}$ =2)

PART – B

II. Answer **any four** questions. **Each** carries **one** mark :

- 5) Define strategy.
- 6) What is 'Esprit de Corps' ?
- 7) Define controlling.
- 8) Expand the word 'POSDCORB'.
- 9) What you mean by 'Free-rein Leadership' ?
- 10) What do you mean by Span of control ? (4×1=4)

P.T.O.



PART – C

III. Answer **any six** questions (**not** exceeding **one** page). **Each** carries **three** marks :

- 11) What is scientific management ?
- 12) State the concept of universality of management.
- 13) What is line and staff organization ?
- 14) Differentiate delegation and decentralization.
- 15) Explain MBO and its advantage.
- 16) Write any two theories of motivation.
- 17) Briefly explain the different leadership styles.
- 18) What do you mean by controlling ? (6×3=18)

PART – D

IV. Answer **any two** questions. **Each** carries **eight** marks :

- 19) What is management ? Discuss the different schools of management thought.
 - 20) What is planning ? Discuss the steps in planning process. Explain the importance of planning.
 - 21) Explain different types of organization structure and discuss their merits and demerits. (2×8=16)
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