



K21U 6749

Reg. No. :

Name :

I Semester B.Com. Degree (CBCSS – OBE – Regular/Supplementary/
Improvement) Examination, November 2021
(2019 Admission Onwards)

Core Course

1B01COM : MANAGEMENT CONCEPTS AND PRINCIPLES

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **any six** questions from the following. **Each** question carries **1** mark.

1. Explain line and staff organisational structure.
2. Elucidate the Neoclassical Approach of Management.
3. What is Business Ethics ?
4. What are Hygiene factors ?
5. Explain Esprit de Corps briefly.
6. What are the objectives of planning ?
7. Define "Kaizen".
8. Briefly explain Maslow's Need Hierarchy Theory of Motivation. (6×1=6)

PART – B

Answer **any six** questions from the following. **Each** question carries **3** marks.

9. Write a short note on Theory X and Theory Y.
10. Critically analyse the drawbacks of Maslow's Need Hierarchy Theory.
11. Explain Direction and various Directing Techniques.

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K21U 6749



12. What are the steps involved in Manpower Planning ?
13. Write a short note on Bureaucracy – A Classical Theory of Management.
14. Explain the importance of ethics in Business in 2022.
15. Explain the relevance of controlling in an organisation.
16. Explain ethics in advertising with appropriate examples. **(6×3=18)**

PART – C

Answer **any two** questions from the following. **Each** question carries **8** marks.

17. Explain the importance of Planning from the Management's Perspective.
 18. Explain :
 - 1) TQM
 - 2) MIS
 - 3) ISHIKAWA diagram
 - 4) ISO.
 19. Explain Leadership and various styles involved in leadership. **(2×8=16)**
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