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FIRST SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2022
FINANCE & COMPUTER APPLICATION
(Regular/Improvement/Supplementary)
GBCM1B01T: BUSINESS MANAGEMENT

Time: 2 ½ Hours

Maximum Marks: 80

SECTION A: Answer the following questions. Each carries 2 marks.
(Ceiling 25 Marks)

1. Write any two advantages of Kaizen.
2. What is gamification?
3. List the areas of business ethics.
4. What is departmentation?
5. What is corporate citizenship?
6. Comment on code of ethics.
7. What is planning premises?
8. Write a short note on leadership.
9. What are hygiene factors?
10. Comment on TQM.
11. What are moral standards?
12. Give an account on paternalistic leadership.
13. What is ethics?
14. Define management.
15. What is motivation?

SECTION B: Answer the following questions. Each carries 5 marks.
(Ceiling 35 Marks)

16. Explain the principles of delegation.
17. Enlist the features of planning.
18. What is Corporate Social Responsibility? Explain its benefits.
19. Explain the objectives of logistics management.
20. What are the benefits of flexi working?
21. Discuss the steps in the implementation of CSR activities.
22. Explain the scope of business ethics.
23. Elaborate on the process of communication.

SECTION C: Answer any two questions. Each carries 10 marks.

24. What is WPM? Explain various forms of WPM.
25. Explain various ethical issues in global business.
26. Compare and contrast McGregor's Theory X and Theory Y.
27. What is corporate responsibility? Explain the arguments in favour and against corporate responsibility.

(2 x 10 = 20 Marks)