FIRST SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2024
(Improvement/Supplementary)
FINANCE & COMPUTER APPLICATION
GBCM1B01T: BUSINESS MANAGEMENT

Time: 2 ½ Hours **Maximum: 80 Marks**

SECTION A: Answer the following questions. Each carries *two* marks.
(Ceiling 25 marks)

1. Comment on Unitarian view of business ethics.
2. What is management by participation?
3. Explain McGregor's Theory X and Theory Y.
4. Describe virtue theory.
5. List out three characteristics of business ethics.
6. Define management and its primary characteristics.
7. Mention the different views of business ethics.
8. Define Corporate Social Responsibility (CSR).
9. What is Kaizen?
10. Comment on departmentation.
11. What is top level management?
12. State Herzberg's Two-Factor Theory.
13. Give a note on control in management.
14. Define Management by Exception and provide an example.
15. Explain the term 'organizing' in the context of management.

SECTION B: Answer the following questions. Each carries *five* marks.
(Ceiling 35 marks)

16. State the concept of Management by Objectives (MBO).
17. Explain the Separatist view of business ethics
18. What are the barriers of Communication?
19. What is Maslow's Hierarchy of Needs?
20. Describe the Integration View of business ethics and its significance in management.
21. Discuss various ethical issues in global business.
22. List and explain two reasons why CSR is important for organizations
23. Write the arguments for and against the implementation of business ethics in organizations.

SECTION C: Answer any *two* question. Each carries *ten* marks.

24. Explain Total Quality Management (TQM). What are its key principles and tools?
25. Compare and contrast the various schools of management thought.
26. Write an essay on three different styles of leadership.
27. Outline the steps involved in the implementation of CSR activities within an organization.

(2 x 10 = 20 Marks)