

FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2019
(CBCSS)

B.Com.

BCM 1B 01—BUSINESS MANAGEMENT
(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

*Answer the following questions.
2 marks each*

- ✓ 1. Management principles are relative not absolute. Do you agree ?
2. State the views of management process school.
- ✓ 3. What is Unity of Command ?
- ✓ 4. Define MBO.
5. What do you mean by Tactical Plans ?
- ✓ 6. What does Departmentation refers to ?
- ✓ 7. Differentiate Centralisation from Decentralisation.
- ✓ 8. What are the techniques that are used for direction ?
- ✓ 9. Differentiate Theory X from Theory Y.
- ✓ 10. What do you mean by Laissez Faire or Free-rein Leadership ?
- ✓ 11. State the role of Feedback in communication process.
12. State the significance of Management Audit ?
13. What is Meta-ethics concerned with ?
- ✓ 14. Briefly explain the need of Ethics in Human Resources.
- ✓ 15. What do you mean by Total Quality Management ?

(15 × 2 = 30 marks, ceiling 25 marks)

Turn over

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S Ben Porath



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Table of Contents Management Question Papers From Ru

1. Understanding the eBook Management Question Papers From Ru
 - The Rise of Digital Reading Management Question Papers From Ru
 - Advantages of eBooks Over Traditional Books
2. Identifying Management Question Papers From Ru
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Management Question Papers From Ru
 - User-Friendly Interface
4. Exploring eBook Recommendations from Management Question Papers From Ru
 - Personalized Recommendations
 - Management Question Papers From Ru User Reviews and Ratings
 - Management Question Papers From Ru and Bestseller Lists
5. Accessing Management Question Papers From Ru Free and Paid eBooks
 - Management Question Papers From Ru Public Domain eBooks
 - Management Question Papers From Ru eBook Subscription Services
 - Management Question Papers From Ru Budget-Friendly Options
6. Navigating Management Question Papers From Ru eBook Formats

- ePub, PDF, MOBI, and More
- Management Question Papers From Ru Compatibility with Devices
- Management Question Papers From Ru Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Management Question Papers From Ru
 - Highlighting and Note-Taking Management Question Papers From Ru
 - Interactive Elements Management Question Papers From Ru
- 8. Staying Engaged with Management Question Papers From Ru
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Management Question Papers From Ru
- 9. Balancing eBooks and Physical Books Management Question Papers From Ru
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Management Question Papers From Ru
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Management Question Papers From Ru
 - Setting Reading Goals Management Question Papers From Ru
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Management Question Papers From Ru
 - Fact-Checking eBook Content of Management Question Papers From Ru
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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