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H – 1674

Reg. No. :

Name :

Third Semester B.Com. Degree Examination, October 2019

Career Related First Degree Programme Under CBCSS

Group (2a)

Core Course III

MANAGEMENT CONCEPTS AND THOUGHTS

(Common for CX 1341 / HM 1341/TT 1341)

(2018 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer all questions in one or two sentences each. Each question carries 1 mark.

1. Define management.
2. What is stick and carrot in motivation?
3. What do you mean by need for affiliation?
4. What are the components of direction?
5. What is grapevine communication?
6. What is departmentation?
7. State any two policies of a business entity.

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8. Suggest any two ways for bringing discipline in an organisation.
9. State two schools of thought under neo classical approach of management.
10. What is TQM stands for?

(10 × 1 = 10 Marks)

SECTION – B

Answer any **eight** questions in not exceeding one paragraph each. Each question carries **2** marks.

11. What do you mean by knowledge management?
12. What is Valence?
13. What is Kaizen?
14. State the four kinds of leadership identified by Renis Likert.
15. What are the steps in controlling?
16. List any four contributions of 'Bureaucratic Model' to management.
17. State the major functions of top level Management of an organisation.
18. State any four determinants of remuneration of personnel.
19. Suggest the ways for overcoming resistance.
20. Why co ordination is recognized as the essence of management?
21. State any four objectives of business management.
22. What are the roles played by a manager as a 'decision maker' in Mintzberg's view?

(8 × 2 = 16 Marks)

SECTION – C

Answer any **six** questions in not exceeding 120 words. Each question carries **4** marks.

23. 'Organizing function is performed through a series of steps'. Justify the statement'.
24. Describe the illumination experiment of Elton Mayo.
25. What are the features of a profession? Examine whether management is a profession?
26. What is span of management? What are the determinants of span of management?
27. 'Directing is the heart of management functions'. Describe.
28. What do you mean by MBO? Explain the process of MBO technique.
29. Explain the Leadership styles identified in the Grid Theory of Blake and Mueton.
30. What are the principles of TQM?
31. Explain how we can apply McClellands need for achievement theory to motivate employees.

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions in not exceeding **4** pages each. Each question carries **15** marks.

32. Examine the applicability of Taylor's Scientific Management School for enhancing productivity.
33. Define control and explain the different techniques of control made applicable in an organization context.

34. Explain the contributions of Frederic Herzberg and Abraham Maslow to management through their Motivation Theories.
35. Critically examine the modern management techniques for better business performance.

(2 × 15 = 30 Marks)
