



Reg. No. : .....

Name : .....

**First Semester B.Com. Degree Examination, November 2018**  
**First Degree Programme under CBCSS**  
**Core Course II**  
**MANAGEMENT CONCEPTS AND THOUGHTS**  
**(Common for CO 1142/CC 1143 (2018 Admn.))**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **all** questions in **one** word to **two** sentences. **Each** question carries **one** mark.

1. Who is known as the father of 'scientific management' ?
2. Management is \_\_\_\_\_ science.
3. Which approach has emerged from the findings of Hawthorne Experiments ?
4. "Management is accomplishment of restuls through the efforts of other people";  
This definition is given by \_\_\_\_\_
5. "Esprit de corp" means \_\_\_\_\_
6. Define political skills of managers.
7. How the managers are classified according to the level of organization ?
8. The decision-making model consists of four styles : directive, analytic, behavioral  
and \_\_\_\_\_
9. \_\_\_\_\_ is the form of departmentalization that groups similar jobs and  
activities into departments.
10. The vertical flow of communication from lower level to one or more higher levels  
is \_\_\_\_\_

**(10×1=10 Marks)**

P.T.O.



## SECTION – B

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

11. What is decision oriented management ?
12. Define organising.
13. What is decentralized Organizations ?
14. Define grapevine communication.
15. Evaluate Maslow's need hierarchy theory of motivation.
16. What you mean by informational role of managers ?
17. What is Span of management ?
18. Define Controlling.
19. Who is a leader ?
20. What is Managerial Grid ?
21. Explain Alderfe's ERG theory.
22. What are the five Fs, to build a management strategy ? **(8×2=16 Marks)**

## SECTION – C

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

23. Discuss the major characteristics of Management as a profession.
24. Define "Directing". What are the principles of Direction ?
25. What are the Edward Deming's 14 points in TQM ?
26. Differentiate between formal and informal organizations.
27. Explain the process of Planning.



- 28. What do you mean by staffing ? What are the factors which affect staffing ?
- 29. What is Delegation of Authority ? What are the different steps in delegation ?
- 30. "Communication is sharing of understanding". Discuss and bring out the process of communication.
- 31. What do you mean by managerial skills ? Discuss the skill requirements at various level of management. **(6×4=24 Marks)**

SECTION – D

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

- 32. "A good leader is not necessarily a good manager". Discuss this statement and compare leadership with management.
- 33. What are the different barriers of communication ? What steps can be taken to overcome these barriers ?
- 34. What you mean by TQM ? What are the principles of TQM ?
- 35. What are the factors to be considered for strategic planning ? Explain. **(2×15=30 Marks)**

