



Reg. No. : .....

Name : .....

12/9/2021



K20U 3292

I Semester B.Com. Degree CBCSS (OBE) Reg./Sup./Imp.  
Examination, November 2020  
(2019 Admn. Onwards)  
Core Course

1B01 COM : MANAGEMENT CONCEPTS AND PRINCIPLES

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer **any six** questions in **one or two** sentences. **Each** question carries **1** mark.

1. What is meant by unity of command ?
2. State the meaning of organization in a dynamic sense.
3. What do you mean by recruitment ?
4. What is negative motivation ?
5. Explain the meaning of directing.
6. Define the term management.
7. What is functional organization ?
8. State the meaning of system approach to management. (6×1=6)

SECTION – B

Answer **any six** questions in **not exceeding one** page. **Each** question carries **3** marks.

9. Enumerate the nature of organizing.
10. Explain Maslow's need hierarchy theory.

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11. Explain the fish bone diagram.
12. What are the principles of scientific management ?
13. What are the essentials of an effective control system ?
14. What are the types of ethics ?
15. Describe neo-classical approach to management.
16. What are the various styles of leadership ? (6x3=18)

SECTION – C

Answer **any two** questions in **not exceeding three** pages. **Each** question carries **8** marks.

17. State the nature of planning and briefly explain its importance in business.
18. What are the arguments for and against social responsibilities of business ?
19. Explain the following concepts in management :
  - a) Kaizen
  - b) TQM
  - c) TPM
  - d) MIS. (2x8=16)