

(6 pages)

Reg. No. : .....

Code No.: 5687

Sub. Code: WBAM 11

M.B.A (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2023

First Semester

Business Administration – Core  
MANAGEMENT PRINCIPLES AND BUSINESS  
ETHICS

(For those who joined in July 2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (15 × 1 = 15 marks)

Answer ALL questions.

Choose the correct answer :

1. Management is a \_\_\_\_\_ divided process as it aims at achieving specific goals  
(a) Future (b) Goal  
(c) Deliberately (d) Continuously
2. Managing Director is the position of \_\_\_\_\_ level of Management in a large company  
(a) Middle (b) Lower  
(c) Middle and lower (d) Top

3. TOP Management is concerned with the formulation of \_\_\_\_\_  
(a) Long term plans  
(b) Short term plans  
(c) Guidelines for supervisors  
(d) None of these
4. \_\_\_\_\_ is about deciding in advance what should be done  
(a) organising (b) directing  
(c) planning (d) controlling
5. The general manager's meeting was most likely a result of the following management function  
(a) controlling (b) organising  
(c) planning (d) decision making
6. Planning is the \_\_\_\_\_ of the Manager  
(a) Primary function (b) Last function  
(c) Both (d) None of these
7. Which of the process coordinates human efforts assembles resources in a unified whole to be utilised for achieving the objectives  
(a) Management (b) Planning  
(c) Organising (d) Directing

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8. \_\_\_\_\_ refers to the number of subordinates that can be effectively managed by a supervisor
- Organisational structure
  - Informal organisation
  - Span of Management
  - None of the above
9. Which of the following can be delegated?
- Responsibility
  - Authority
  - Accountability
  - All of the above
10. \_\_\_\_\_ is increasing leadership rapidly
- Strategy
  - Command
  - Control
  - Getting others to follow
11. \_\_\_\_\_ is the process of ensuring that events conform to plans
- Planning
  - Controlling
  - Organising
  - Directing
12. The concept of control Management is based on the belief that if you try to control everything you may end up controlling nothing
- Critical point control
  - Key result areas
  - Management by exception
  - Deviations

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13. Business Ethics is a form of
- Corporate Strategy
  - Financial Planning
  - Programming Language
  - Applied Ethics
14. What is meant by the Phrase CSR?
- Corporate Social Responsibility
  - Company Social Responsibility
  - Corporate Society Responsibility
  - Company Society Responsibility
15. CSR is applicable to
- Private Sector
  - Public Sector
  - NGO
  - Private and Public sector

PART B — (5 × 4 = 20 marks)

Answer ALL questions, choosing either (a) or (b).

16. (a) Explain the Tasks of a professional Manager?
- Or
- (b) Discuss the classifications of Disaster.

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17. (a) How to overcome limitations of Planning.

Or

(b) What are the characteristics of Decision making.

18. (a) What are the difference between delegation and decentralisation.

Or

(b) Explain the importance of departmentation.

19. (a) Discuss the Nature of Controlling.

Or

(b) Write a short note on Management by Exception (MBE).

20. (a) Why is Business Ethics important?

Or

(b) Explain the advantages of Social responsibility of business.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)

21. (a) Explain the Principles of Management.

Or

(b) Discuss the various levels in Management.

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22. (a) What are the merits and demerits of MBO?

Or

(b) Discuss the various steps involved in the process of Planning.

23. (a) Distinguish between formal and informal organisation.

Or

(b) How to identify the right spans of control for your organisation?

24. (a) Explain the top leadership qualities.

Or

(b) Discuss the methods to effectively Measure Performance Management

25. (a) What are the Ethical Issues that can occur in the Business?

Or

(b) Describe the types of Corporate social responsibility the Business should consider.

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