

(6 Pages)

Reg. No. :

Code No. : 32082 E Sub. Code : CMCO 12/
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B.Com. (CBCS) DEGREE EXAMINATION, APRIL 2023

First Semester

Commerce/Honours — Core

BUSINESS ORGANISATION AND MANAGEMENT

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Partners are sharing the profit or loss
(a) Equally (b) Capital ratio
(c) Drawing ratio (d) Agreed ratio
2. _____ form of business is highly flexible.
(a) Sole trader (b) Joint stock company
(c) Partnership (d) Co-operative

3. The number of products manufactured by small scale industry is _____
(a) 1,000 (b) 2,500
(c) 5,000 (d) 7,500
4. Franchising in India is at _____ stage.
(a) Pure (b) Multiple
(c) Nascent (d) Initial
5. Management is what a manager does - said by
(a) George terry (b) F.W. Taylor
(c) John F. Mee (d) Louis Allen
6. Who is known as father of scientific management?
(a) Henry Fayol (b) F.W. Taylor
(c) Peter.F.Drucker (d) Louis Allen
7. The word "manage" is derived from _____ language.
(a) Latin (b) English
(c) French (d) Tamil



8. _____ is the form of every human association for attainment of a common purpose.
- (a) Planning (b) Controlling
(c) Organizations (d) Staffing
9. _____ propounded the need based theory of motivation.
- (a) Vroom (b) Porter
(c) Mc Gregor (d) Maslow
10. _____ is the basic function of management.
- (a) Planning (b) Controlling
(c) Organizations (d) Staffing

PART B (5 × 5 = 25 marks)

ANSWER ALL questions choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) What are the characteristics of Co-Operative society?
- Or
- (b) What are the demerits of sole tradership?

Page 3 Code No. : 32082 E

12. (a) Explain the problems faced by the small scale industries.

Or

- (b) What are the types of franchising?

13. (a) State the levels of management.

Or

- (b) Discuss the Elton Mayo's contribution to management thought.

14. (a) Explain the characteristics of decision making.

Or

- (b) What are the advantages of informal organization?

15. (a) Discuss the different styles of leadership.

Or

- (b) Elaborate the importance of controlling.

Page 4 Code No. : 32082 E

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PART C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).
Each answer should not exceed 600 words.

16. (a) Analyze the merits and demerits of sole tradership.

Or

- (b) Describe the merits and demerits of a company.

17. (a) Discuss the merits and demerits of franchising.

Or

- (b) Elaborate the opportunities of E.commerce.

18. (a) Elaborate the principles of Henry Fayol.

Or

- (b) Discuss the roles played by a manager in the present context of business.

19. (a) Explain the process of planning.

Or

- (b) Explain the types of decision.

20. (a) What is meant by decision making? State its importance in the context of its characteristics.

Or

- (b) Explain the importance of communication in the management.

