Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov/Dec - 2017**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |
| **Code :** | **16MS1001** | **Duration :** | **3hrs** |
| **Sub. Name :** | **BASICS OF BUSINESS MANAGEMENT** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Q. No. | Sub Div. | Questions | Course  Outcome | Marks |
| 1. | a. | What are the salient features of a market economy? | CO1 | 2 |
| b. | Differentiate between virtual teams and cross functional teams. | CO2 | 2 |
| c. | Write a short note on the bargaining process | CO2 | 6 |
| d. | Discuss the various measures that the RBI undertakes to control inflation. | CO1 | 10 |
| (OR) | | | | |
| 2. | a. | What are the characteristics of effective teams? | CO2 | 2 |
| b. | Differentiate between customs and excise duty. | CO1 | 2 |
| c. | Diagrammatically represent currency circulation in India. | CO1 | 6 |
| d. | Compare and contrast Maslow’s Hierarchy of Needs and Herzberg’s theory of motivation. | CO2 | 10 |
| 3. | a. | What are the benefits of utilizing business plans? | CO3 | 2 |
|  | b. | Differentiate between direct taxes and indirect taxes. | CO1 | 2 |
|  | c. | Discuss the key benefits of chosing democratic style of leadership, compared to an autocratic style. | CO2 | 6 |
|  | d. | Describe the impact of privatization and globalization on the Indian economy. | CO1 | 10 |
| (OR) | | | | |
| 4. | a. | What are the traits of good leaders? | CO2 | 2 |
|  | b. | Differentiate between mission and vision. | CO3 | 2 |
|  | c. | Write a short note on the history of currency circulation in India. | CO1 | 6 |
|  | d. | Explain the various uses of technology in marketing. | CO2 | 10 |
| 5. | a. | Discuss the key elements of good business plans. | CO3 | 15 |
|  | b. | How does the social impact of a business influence its future growth? | CO3 | 5 |
| (OR) | | | | |
| 6. | a. | Elaborate on the various causes for inflation. | CO1 | 10 |
|  | b. | Differentiate between positive and negative leadership stylesas per Blake & Mouton’s Managerial Grid, with suitable examples. | CO2 | 10 |
| 7. | a. | Discuss the key elements of a personal budget and good practices for ensuring financial stability. | CO2 | 10 |
|  | b. | Describe the various connecting costs. | CO2 | 5 |
|  | c. | Discuss the challenges faced in managing connecting costs. | CO2 | 5 |
| (OR) | | | | |
| 8. | a. | Write a short note on any three price indices in India. | CO1 | 5 |
|  | b. | Differentiate between microeconomics and macroeconomics. | CO1 | 5 |
|  | c. | Elaborate on the various areas of expenditure, as represented in the Union Budget. | CO1 | 10 |
|  | | **Compulsory:** |  |  |
| 9. |  | Nikhil is having a heated discussion with his colleague, Avinash regarding the autocratic tone of his superior. Nikhil argues that the only suitable style of leadership is one that favors employees over company results. According to you, is there only one suitable leadership style or does leadership depend on the setting/situation. Explain your viewpoint with suitable examples. | CO2 | 20 |