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Question Paper Code	12500
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**B.E. / B.Tech. - DEGREE EXAMINATIONS, NOV / DEC 2023**

Fifth Semester

**Computer Science and Business Systems**

**20CBMG501 - FUNDAMENTALS OF MANAGEMENT**

(Regulations 2020)

Duration: 3 Hours

Max. Marks: 100

**PART - A (10 × 2 = 20 Marks)**

Answer ALL Questions

- |  | <i>Marks,<br/>K-Level, CO</i> |
|--|-------------------------------|
| 1. Define Management.                                | <i>2,K1,CO1</i>               |
| 2. Interpret the term Sole proprietorship.           | <i>2,K1,CO1</i>               |
| 3. Interpret the term Planning.                      | <i>2,K1,CO2</i>               |
| 4. Define Training.                                  | <i>2,K1,CO2</i>               |
| 5. Define personality.                               | <i>2,K1,CO3</i>               |
| 6. Interpret the term stress.                        | <i>2,K1,CO3</i>               |
| 7. Define organization culture.                      | <i>2,K1,CO4</i>               |
| 8. List out the determinants of organisation change. | <i>2,K1,CO4</i>               |
| 9. Define Business Ethics.                           | <i>2,K1,CO5</i>               |
| 10. Define Corporate Governance.                     | <i>2,K1,CO5</i>               |

**PART - B (5 × 13 = 65 Marks)**

Answer ALL Questions

- |   |                  |
|---|------------------|
| 11. a) Explain the elements of internal and External Business Environment.  | <i>13,K2,CO1</i> |
| <b>OR</b>   |                  |
| b) Explain the various approaches in management.  | <i>13,K2,CO1</i> |
| 12. a) Discuss Management by Objectives with its process diagram.   | <i>13,K2,CO2</i> |
| <b>OR</b>   |                  |
| b) Illustrate the factors affecting recruitment.  | <i>13,K2,CO2</i> |
| 13. a) Explain the effects of the stress on physical Health, Mental health and employee performance in an organization. | <i>13,K2,CO3</i> |
| <b>OR</b>   |                  |
| b) Explain the components of Perception and the factors influencing perception in organizational behaviour.             | <i>13,K2,CO3</i> |

14. a) Determine the steps in innovation Process. *13,K2,CO4*  
**OR**  
b) Memorize the types of organization culture. *13,K2,CO4*
15. a) Memorize Corporate Citizenship Stages. *13,K2,CO5*  
**OR**  
b) Explain the types of Corporate Social Responsibility with its example. *13,K2,CO5*

**PART - C (1 × 15 = 15 Marks)**

16. a) Explain the Hendry Fayol's 14 principles of Administrative management theory. *15,K3,CO6*  
**OR**  
b) Explain the various steps involved in Selection Process in detail. *15,K3,CO6*