

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao, Goa  
First Year B. Com - Semester II  
End Semester Examination, April 2018 (old course)  
General Management

Duration: 2Hours

Marks: 80

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**Instructions:** 1. All questions are compulsory  
2. Figures to the right indicate maximum marks

**Q1.** Answer in 10-12 lines: (any 4) (16)

- a. CR and Community
- b. Need for business ethics
- c. Barriers to ethical business
- d. Causes of resistance to change- Individual factors
- e. Measures to overcome resistance to change
- f. Powers and functions of directors

**Q2.** Write short notes: (any 4) (16)

- a. Features of business ethics
- b. Arguments against acceptance of CR by business
- c. Inter-group conflict
- d. Formal groups
- e. Advantages of committees
- f. BOD

**Q3.** A) Define corporate responsibility. Discuss the arguments in favour of acceptance of CR by businesses. (12)

**Or**

X) Describe a businesses corporate responsibility towards its consumers and employees. (12)

**Q4.** A) Explain the term "ethics". Explain the factors that determine ethical and unethical behavior. (12)

**Or**

X) Discuss the importance of code of conduct and standards. (12)

**Q5.** A) Explain the reasons that necessitate change in an organisation. (12)

**Or**

X) Describe the steps involved in the process of managing change in an organisation. (12)

**Q6.** A) Define "Group". Describe its characteristics. (12)

**Or**

X) Define organisational conflict. Describe its features (12)

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