

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIRST SEMESTER – NOVEMBER 2007

BU 1500 - BUSINESS MANAGEMENT

AV 12

Date : 01/11/2007
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

SECTION – A

(10 X 2 = 20 marks)

Answer **ALL** questions:

1. What is management?
2. What are the different types of planning?
3. What is Decision – tree?
4. What is Departmentation?
5. Explain the concept ‘Span of Management’.
6. Point out the sources of Man Power recruitment.
7. What are the leadership qualities?
8. What is meant by hierarchial nature of needs?
9. What is Grapevine?
10. Why do employees resist control?

SECTION – B

(5 X 8 = 40 marks)

Answer any **FIVE** questions:

11. Are Management and Administration different? How will you resolve the technological conflict?
12. How will you explain the benefits and problems of MBO?
13. What are the essential characteristics of a good communication system?
14. How will you define leadership as a process of influence? What are its various features?
15. “Theory X and Theory Y are concerned with native of people” – Discuss.
16. What are the essentials of effective control systems?
17. Bring out the various factors influencing decentralization.
18. White short notes on:
 - a) Brain-storming
 - b) Accountability
 - c) Job satisfaction
 - d) Quality control

SECTION – C

(2 X 20 = 40 marks)

Answer any **TWO** questions:

19. What is the concept of planning as an element of Management Process? Discuss its role in present day business organisation.
20. How will you identify training need of an employee? What are the major areas in which employees need training?
21. “The existence of a variety of communication media does not itself guarantee the success of communication” – Comment.
