

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIRST SEMESTER – November 2009

BU 1500 - BUSINESS MANAGEMENT

Date & Time: 10/11/2009 / 1:00 - 4:00 Dept. No.

Max. : 100 Marks

SECTION – A

Answer ALL questions

(10 x 2 = 20 marks)

1. What is M.B.O?
2. What do you mean by strategy?
3. What are the various types of decision situations?
4. What is meant by organization structure?
5. Write a note on 'accountability'
6. What is span of management?
7. What is probation?
8. State the external source of recruitment?
9. Enumerate the activities generally involved in directing?
10. What are the stages involved in the process of motivation?

SECTION – B

Answer any FIVE questions

(5 x 8 = 40 marks)

11. Discuss the various steps involved in the process of planning?
12. Explain the different types of managerial decision?
13. Distinguish formal organization from informal organization.
14. Explain the advantages of performance appraisal?
15. Discuss the important principles of directing?
16. Discuss Maslow's hierarchy of needs.
17. What are the problems faced in securing effective co-ordination?
18. List out the various factors determining the degree of decentralization?

SECTION – C

Answer any TWO questions

(2 x 20 = 40 marks)

19. Explain the barriers to effective communication? Suggest remedial measures.
20. Explain the principle contributions of Henry Fayol in the field of management?
21. Discuss the qualities of a leader?

