



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIRST SEMESTER – NOVEMBER 2011

BU 1500 - BUSINESS MANAGEMENT

Date : 08-11-2011
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

SECTION - A

ANSWER ALL THE QUESTIONS

(10x2=20)

1. Define management?
2. What is meant by fatigue study?
3. Write a note on personal decisions?
4. What do you mean by 'strategy'?
5. Write a note on accountability?
6. Mention any two basis of departmentation.
7. What are the various methods of training?
8. Mention the techniques of direction?
9. Who is a functional leader?
10. What do you mean by span of management?

SECTION - B

ANSWER ANY FIVE QUESTIONS

(5x8=40)

11. Discuss Maslow's Hierarchy of needs.
12. Explain the basic characteristics of planning?
13. Briefly explain the process of organization?
14. Discuss the various stages involved in the process of training?
15. Explain the characteristics of directing?
16. State the importance of leadership?
17. Bring out the limitations of the control function?
18. What are the problems faced in securing effective co-ordination?

SECTION - C

ANSWER ANY TWO QUESTIONS

(2x20=40)

19. Explain the barriers to effective communication?
20. Discuss the general principles of management given by Henry Fayol?
21. Explain in detail the various external sources of recruitment?

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