



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A., DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIRST SEMESTER – NOVEMBER 2013

BU 1500 – BUSINESS MANAGEMENT

Date : 04/11/2013
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART – A

ANSWER ALL THE QUESTIONS:

(10 x 2=20)

1. Distinguish between Management and Administration.
2. State the functions of Management.
3. What is Planning premises?
4. Write a note on 'Procedures' and 'Programmes'.
5. Mention the various types of departmentation.
6. Define 'Performance Appraisal'
7. List the techniques of 'direction'.
8. State the importance of motivation.
9. How is even Break-even point calculated?
10. What is PERT?

PART – B

ANSWER ANY FIVE QUESTIONS:

(5 x 8=40)

11. Discuss the principles of Management as given by Henri Fayol.
12. List the advantages of planning.
13. Briefly explain the process of decision making.
14. What are the factors that determine the degree of decentralisation?
15. Explain the merits and demerits of functional organisation.
16. What are the barriers to effective communication?
17. Discuss budget as an effective control technique.
18. How can an organisation aim for effective coordination?

PART – C

ANSWER ANY TWO QUESTIONS:

(2 x 20=40)

19. Explain Strategy and Policy as a method of planning.
20. Why is training essential in an organisation? Describe the popular training methods for operatives.
21. Describe briefly the various theories and styles of Leadership.

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