

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP

FIRST SEMESTER – APRIL 2010

BC 1500/CR 1501 - BUSINESS MANAGEMENT

Date & Time: 28/04/2010 / 9:00 - 12:00 Dept. No.

Max. : 100 Marks

PART – A

Answer ALL the questions

(10 x 2 = 20 marks)

1. Define Management.
2. What is meant by “Grapevine” Communication?
3. Differentiate between Policies and Procedures.
4. What is functional foremanship?
5. Define Co-ordination.
6. Who is an Autocratic leader?
7. What is an application blank?
8. What is a strategy? Give an example.
9. State the need for training.
10. What is span of control?

PART – B

Answer any FIVE questions

(5 x 8 = 40 marks)

11. Explain the factors affecting span of management.
12. State the difference between delegation and decentralization.
13. Define leadership. Explain the qualities of an effective leader.
14. What are the different barriers to Communication?
15. Define Scientific Management. Explain its principles.
16. Explain the various sources of recruitment.
17. Explain the process of control.

PART – C

Answer any TWO questions

(2 x 20 = 40 marks)

18. Explain Fayol’s contribution to management.
19. Define Motivation. Explain Maslow’ Theory of Motivation.
20. Explain the process involved in Planning and the obstacles to effective planning.

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