



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP

SECOND SEMESTER – APRIL 2015

BC 2502/BC 1500 - BUSINESS MANAGEMENT

Date : 15/04/2015
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

PART-A

Answer **ALL** Questions:

(10x2=20 marks)

1. What is management?
2. What is scalar chain?
3. What is forecasting?
4. Define Decision making?
5. What is division of labour?
6. What is job rotation?
7. What are non-financial incentives?
8. Define leadership?
9. Differentiate control from planning?
10. What is meant by BEP analysis?

PART-B

Answer any **FOUR** Questions:

(4x10=40marks)

11. Explain the role played by a manager in a business organization?
12. State the importance of decision making?
13. Explain the merits and demerits of internal sources of recruitment?
14. Discuss the various stages involved in the process of training?
15. Bring out the salient features of communication?
16. Explain five qualities of leadership.
17. Explain the concept of management by objectives.

PART-C

Answer any **TWO** Questions:

(2x20=40marks)

18. Discuss the general principles of management given by Henry Foyal?
19. Explain the various types of organization?
20. Discuss Maslow's Hierarchy of needs?
21. Describe the various important control techniques?

\$\$\$\$\$\$