

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP

FIRST SEMESTER – November 2009

BC 1500 - BUSINESS MANAGEMENT

Date & Time: 10/11/2009 / 1:00 - 4:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer ALL the Questions

(10 x 2 = 20 marks)

1. Define Management.
2. What is Planning?
3. Write a note on Division of Labour.
4. What is Centralization?
5. What do you mean by Delegation of Authority?
6. What is Span of Control?
7. What is Leadership?
8. Define 'Directing'.
9. What is Recruitment?
10. Define Communication.

SECTION – B

Answer any FIVE Questions

(5 x 8 = 40 marks)

11. Is Management a Science or an Art?
12. What is the nature of Management?
13. Explain the differences between 'Administration' and 'Management'.
14. What is MBO? What are its features?
15. What are the points to be considered in delegating authority?
16. What is an Organizational Chart? Discuss its features.
17. What are the sources of recruitment?
18. Define Merit Rating. What are its objectives?

SECTION – C

Answer any TWO Questions

(2 x 20 = 40 marks)

19. Describe the contribution of F.W. Taylor towards the Evolution of Management.
20. What is Line and Staff Organization? What are its advantages and limitations?
21. Describe Maslow's theory of Motivation. How is it different from Herzberg's theory?

