

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

SECOND SEMESTER – APRIL 2010

CO 2813 - MODERN MANAGEMENT PRACTICE

Date & Time: 21/04/2010 / 1:00 - 4:00

Dept. No.

Max. : 100 Marks

PART – A (10 × 2 = 20)

Explain each of the following items in 5 lines

1. Virtual teams
2. Role of Front Line Managers
3. Gatekeeper
4. Equity theory
5. Management by objectives
6. Job enrichment
7. Empowerment
8. Innovation
9. Managerial control
10. Change Management

PART – B (5 × 8 = 40)

Answer any **FIVE** questions. (Answer should not exceed 2 pages each)

11. Explain the planning process . What are the various levels of planning?
12. Explain the Corporate Social Responsibility.
13. Explain the three broad skills of an effective manager with diagrams. What are the levels in management?
14. Write the essential elements of Customer Relationship Management and value chain.
15. Distinguish between functional and divisional organizational structure.
16. Explain Herzberg two factor theory of motivation?
17. What are the important qualities of good business leaders? What are the recent trends in leadership?
18. What are the Challengers to Managers in 21st century?

PART – C (2 × 20 = 40)

Answer any **TWO** questions. (Answers should not exceed 4-6 pages each)

19. Define a group. What are the stages of group development? How to build cohesiveness and Performance of teams?
20. What are the characteristics of TQM? What are the 14 assumptions recommended by Deming to make TQM effective in an organization?
21. Explain Span of Control? What are the factors that determine optimum span of control? How should managers delegate?

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