



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

SECOND SEMESTER – APRIL 2017

CO 2502 / CO 2501 / CO 2500 - BUSINESS MANAGEMENT

Date: 04-05-2017
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART-A (10*2=20 MARKS)

ANSWER ALL QUESTIONS

1. What is 'Taylor's differential piece rate system'?
2. What are the three levels of management?
3. Define planning.
4. What is 'decision tree'?
5. What is meant by organisational structure?
6. Who are staff specialists?
7. Explain the term 'Grapevine'.
8. Define Motivation.
9. What is co-ordination?
10. What is Traditional control?

PART-B(4*10=40 MARKS)

ANSWER ANY FOUR QUESTIONS

11. Is Management a 'Science' or an 'art'?
12. Write a note on the contribution of C.K. Prahalad to Management.
13. How can planning be made more effective?
14. What are the differences between selection and recruitment?
15. Explain the various styles of leadership.
16. What are the different techniques of control?
17. What are the barriers to effective communication ?

PART-C(2*20=40 MARKS)
ANSWER ANY TWO QUESTIONS

18. What is Scientific Management? Describe its elements.

19. Define policy. How are policies classified and established?

20. What is meant by Departmentation? Suggest various factors responsible for departmentation in an organisation.

21. Discuss the various methods of searching effective co-ordination .
