

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com.DEGREE EXAMINATION –COMMERCE

SECOND SEMESTER – APRIL 2018

CO 2502 / CO 2501 – BUSINESS MANAGEMENT

Date: 27-04-2018

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

PART-A

ANSWER ALL THE QUESTIONS:(10X2=20 marks)

1. Define “Management”.
2. State any two roles of a manager.
3. What is short-term planning?
4. What is a programme?
5. List out any three types of decisions.
6. What is recruitment?
7. What is informal organisation?
8. What are the elements of staffing?
9. “Directing deals with human factor” Comment.
10. What is Management by Exception?

PART – B

ANSWER ANY FOUR QUESTIONS:(4x10=40 Marks)

11. Differentiate between management and administration.
12. What are the characteristics of planning? Explain.
13. Explain the purpose and importance of organisation.
14. What are the methods of training? Explain.
15. Explain the principles of directing.
16. Explain Maslow’s hierarchy theory of needs.
17. What are the elements of control? Explain.

PART –C

ANSWER ANY TWO QUESTIONS: (2x20=40 marks)

18. Explain in detail Henry Fayol’s principles of Management.
19. Describe the merits and demerits of planning.
20. Discuss the process of decision making.
21. Explain in detail the different styles of a leadership
