

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com. DEGREE EXAMINATION – COMMERCE

SECOND SEMESTER – APRIL 2019

CO 2500– BUSINESS MANAGEMENT

Date: 02-04-2019
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION- A

Answer any four questions:

(4x10=40 marks)

1. “Management is an art as well as a science”. Explain.
2. What is planning? Explain the steps involved in the process of planning.
3. Explain the various stages in the process of selection.
4. Explain the different styles of leadership.
5. Discuss briefly the various types of interviews.
6. What is span of control? What are the factors determining the span of control
7. Explain the external sources of recruitment.
8. Describe the Maslow’s theory of motivation.

SECTION- B

Answer any three questions:

(3x20=60 marks)

9. Describe in detail the benefits of training and explain the various methods of training.
10. Explain the barriers to effective communication and suggest measures to overcome barriers
11. Discuss in detail Henry Fayol’s fourteen principles of management
12. What is scientific management? Explain the techniques of scientific management.
13. Discuss in detail the traditional and modern techniques of control.
14. What is departmentation? Suggest the various bases of departmentation in business enterprise.
