



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

SECOND SEMESTER – APRIL 2015

BU 2502/BU 1500 - BUSINESS MANAGEMENT

Date : 15/04/2015
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

PART – A

Answer **ALL** the questions:

(10x2=20)

1. Define management.
2. What is meant by coordination?
3. Define decision making.
4. What is planning?
5. What do you understand by span of management?
6. What is departmentalisation?
7. Define motivation.
8. Explain the term grapevine.
9. State the nature of control.
10. State any two uses of computers in management information.

PART – B

Answer any **FOUR** questions:

(4x10=40)

11. Management is an art as well as a science – Elucidate.
12. State the factors influencing policy making.
13. Discuss the uses of the decision tree.
14. Explain the sources of recruitment.
15. Explain the Herzberg's Theory of motivation.
16. List out the barriers to effective communication.
17. Discuss the need for control.

PART – C

(2x20=40)

Answer any **TWO** questions:

18. Discuss the roles of manager by Henry Mintzberg.
19. Explain the essentials of valid objectives.
20. What is line organisation? State its merits and demerits.
21. Explain the control techniques.

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