



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIRST SEMESTER – NOVEMBER 2017

17/16UBU1MC01 – BUSINESS MANAGEMENT

Date: 06-11-2017
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

SECTION- A

Answer ALL the questions.

(10X2=20)

1. Write a note on levels of management.
2. 'Management is an art as well as science'. Explain.
3. What is a budget? Give examples.
4. List the common problems in decision making.
5. Give the meaning of organization structure.
6. Explain organization chart and manuals.
7. What is job enrichment?
8. Mention the elements of communication process.
9. Write a note on feedback.
10. What is PERT?

SECTION- B

Answer any FOUR questions.

(4X10=40)

11. Give an account of the roles of a manager in an organization.
12. Discuss the various approaches to management.
13. Enumerate the nature and importance of planning.
14. What are the factors that determine span of control?
15. Explain off- the job training methods for executive development.
16. What are the various styles of leadership.
17. Briefly explain the modern techniques of control.

SECTION- C

Answer any TWO questions.

(2X20=40)

18. Enumerate the principles of management according to Henri Fayol.
19. Discuss the different types of plans.
20. Describe the various steps in the selection procedure of employees.
21. Explain Maslow's need hierarchy and Herzberg's hygiene theory on motivation.

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