



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIRST SEMESTER – NOVEMBER 2024

BU 1500 – BUSINESS MANAGEMENT



Date: 09-11-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 am-12:00 pm

SECTION A

**Answer ANY FOUR of the following
Marks**

4 x 10 = 40

1. Classify the levels of management in an organization and explain its functions.
2. Discuss the obstacles to effective planning.
3. Distinguish between centralization and de-centralization.
4. What is MBO? State the steps involved in MBO.
5. Discuss the various stages involved in the process of training.
6. State the importance of leadership.
7. Illustrate the significance and limitations of the control function.
8. Explain the problems faced in securing effective co-ordination.

SECTION B

Answer ANY THREE of the following

3 x 20 = 60 Marks

9. Discuss the general principles of management given by Henry Fayol.
10. Explain the various stages involved in the process of decision-making.
11. Why is training essential in an organisation? Describe the popular training methods.
12. Critically evaluate Maslow's hierarchy of needs.
13. Explain the barriers to effective communication and suggest measures for improvement.
14. Explicate the various Control Techniques in an organization.

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