



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP

FIRST SEMESTER – NOVEMBER 2024

16/17/18UBC1MC01 – 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

(4 x 10 = 40 Marks)

1. Examine the various levels of management in an organization.
2. Briefly outline the role of a manager in an organization.
3. State the importance of planning for an organization.
4. List out the factors determining span of management.
5. What are the bases of departmentation in a business organisation?
6. Enumerate different types of communication.
7. Explain the basic characteristics of leadership.
8. Discuss the various problems in coordination.

SECTION B

Answer ANY THREE of the following

(3 x 20 = 60 Marks)

9. What are the general principles of management by Henry Fayol?
10. Discuss the various steps involved in the process of planning.
11. What is motivation? Critically evaluate the Maslow's Need Hierarchy theory and Herzberg's theory of motivation.
12. Discuss the advantages and disadvantages of functional organisation.
13. Bring out the commonly used internal and external sources of recruitment.
14. Explain the traditional and modern techniques of control.
