LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com. DEGREE EXAMINATION – **CORPORATE SECRETARYSHIP**

SECOND SEMESTER - APRIL 2022

UBC 2501 - BUSINESS MANAGEMENT (19 & 20 BATCHES)

Date: 16-06-2022	Dept. No.	Max. : 100 Marks
Time 1 01.00 DM 04.00 DM		

Time: 01:00 PM - 04:00 PM

PART - A

Q. No Answer ALL questions (10x 2 = 20 Marks)

- 1 What are the functions of management?
- 2 Define mission and vision.
- 3 What is Laissez-faire?
- 4 Define departmentation.
- 5 Mention any four factors involved in using motivational techniques?
- 6 Define policies
- What is concurrent control?
- 8 What do you mean by strategy?
- 9 What is meant by Co-ordination?
- 10 Define adhoc committee.

PART - B

Answer any FOUR questions:

 $(4 \times 10 = 40 \text{ Marks})$

- 11 Explain the various types of communication.
- Mention the importance of various leadership styles.
- 13 Distinguish between line and staff authority.
- Explain the concept, merits and criticisms against Herzberg's two factor theory.
- 15. Discuss the various techniques of control.
- Discuss the techniques of scientific management.
- What is PERT? Explain its characteristics, advantages and limitations.

PART - C

Answer any TWO questions:

 $(2 \times 20 = 40 \text{ Marks})$

- Discuss the 14 general principles of management given by Henry Fayol
- Explain Maslow's hierarchy of Need with suitable examples.
- 20 Discuss the merits and demerits of centralization and decentralization?
- 21 Discuss the various steps involved in the process of planning?
