 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**M.Com.** DEGREE EXAMINATION - **COMMERCE**

SECOND SEMESTER – APRIL 2012

# CO 2813 - MODERN MANAGEMENT PRACTICE

Date : 21-04-2012 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

**PART – A**

**Write a short note on ALL the following concepts: (10 x 2= 20)**

1. Mission Statement
2. Technology
3. Core competence
4. Matrix Structure
5. Clan control
6. Corporate Culture
7. Garbage Can model
8. Management By Objectives (MBO)
9. Just-in-Time Operations
10. Avoidance

**PART – B (5 × 8 = 40)**

**Answer any FIVE questions: (Answer should not exceed 2 pages each)**

1. Give a SWOT analysis of starting a printing press in Loyola College campus.
2. Describe the need for Quality of Work Life (QLW).
3. Argue the case For and Against the social involvement of business enterprises.
4. Diagramatically explain the technology life cycle and the technology dissemination pattern.
5. Explain the Hybrid and Matrix structure of organizations.
6. Briefly describe any two theories of motivation.
7. How would you build an effective team?
8. Explain the steps involved in decision making.

**PART – C (2 × 20 = 40)**

**Answer any TWO questions: (Answers should not exceed 4-6 pages each)**

1. What are the management skills and what should you do to forge a successful career?
2. Write an essay on Leadership: qualities of a leader, types of leader and Leadership Grid.
3. Explain the concepts of Customer Relationship Management (CRM), TQM and Six Sigma.

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