



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FIRST SEMESTER – NOVEMBER 2014

CO 1814 - MODERN MANAGEMENT PRACTICE

Date : 06/11/2014
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer ALL questions:

(10 x 2 = 20)

1. What is Management? What does it seek to achieve?
2. State the meaning of delegation. Why and when the need for it arises?
3. What is team building? Can an organisation achieve without team building? Give reasons.
4. Do you think leaders are people always at the top level? Give reason.
5. Why do we need an organizational structure?
6. Define Motivation. Do you think changing the attitude of an employee is also kind of motivation? Why?
7. What is 'Span of Control'?
8. Write a short note on 6 Sigma. List out its benefits for an organisation?
9. What is centralization? List out any two benefits of it.
10. What is competitive advantage?

SECTION – B

Answer any FOUR questions:

(4 x 10 = 40)

11. Bring out the factors that affect group behavior. How will you overcome the barriers?
12. Explain the different types of leadership styles.
13. What is 'Job Enrichment'? What are the objectives of it? Explain the effect of it.
14. As a CEO of a chain of super market stores operating around the globe, what kind of plan would you develop to manage technology in your organisation?
15. What is managerial process? Explain illustratively.
16. How will you develop leadership skills? Explain.
17. Explain the various stages in decision making.

SECTION – C

Answer any TWO questions:

(2 x 20 = 40)

18. Explain the various types of organizational structure.
19. Do you think educational qualification mainly determines the effectiveness of a manager? If yes, write down the educational qualification and its impacts on the manager. If no, write down the other skills required from an effective manager.
20. Describe the characteristics of a well managed company. Give examples.
21. Explain the environmental forces that influence organizations.
