LOYOLA COLLEGE (AUTONOMOUS), CHENNAI - 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FIRST SEMESTER – NOVEMBER 2015

CO 1814 - MODERN MANAGEMENT PRACTICE

Date : 07/11/2015 Time : 01:00-04:00 Dept. No.

Max.: 100 Marks

PART A

10X2=20

- 1. Write a short note on Cost Competetiveness.
- 2. How do you define the term Management?
- 3. What do you understand by Competitive Environment?
- 4. Give a comprehensive definition of Leadership
- 5. What do you understand by Principles of Delegation?
- 6. Write a short note on Scalar Chain.
- 7. Explain the concept of 'Team'
- 8. What is self-managed team?
- 9. How do you define tactical planning?
- 10. Write a short note on Operational Planning

PART B

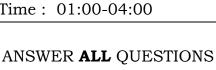
ANSWER ANY **FOUR** QUESTIONS

- 11. Identify and describe a great manager. What makes him or her stand out from the crowd?
- 12. "Leadership is the driving force which gets things done by others". Examine this statement.
- 13. Explain the importance of an Organisation.
- 14. Briefly state the four stages of TQM evolution.
- 15. What is organisation Structure? Explain the functions of organisation structure?
- 16. What are the characteristics of Motivation?
- 17. Write the advantages and limitation of internet in the modern business.

PART C

ANSWER ANY **TWO** QUESTIONS

- 18. Describe Managerial Grid. How it can be used for imparting training in leadership?
- 19. What is formal organisation? Explain the characteristics, benefits and limitations of formal organisation.
- 20. Explain the components of strategic management process.
- 21. Explain the Effect of the Internet on Modern Businesses & Corporations.





2X20=40

4X10=40