



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.COM. DEGREE EXAMINATION COMMERCE

FIRST SEMESTER – APRIL 2013

CO 1814/2809/2813 - MODERN MANAGEMENT PRACTICE

Date : 03/05/2013
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

SECTION - A

Answer ALL Questions:

(10 x 2= 20)

01. Define Management
02. What is Brainstorming?
03. What is procedural justice?
04. Define Spin-off?
05. What do you mean by Autonomous Work Groups?
06. When do we play the role of devil's advocate?
07. Who are the stakeholders?
08. What do you understand by culture shock?
09. What do you mean by concentric diversification?
10. What is span of control?

SECTION – B

Answer any FIVE questions:

(5 x 8 = 40)

11. Explain the BCG matrix with the help of a diagram.
12. What are the different conflict management strategies used by leaders?
13. Briefly explain any two theories of motivation.
14. What are the different approaches of Managers to organize for innovation in an organization?
15. Give any two theories on leadership.
16. List out the eight categories of the Quality of Work Life (QWL).
17. Describe the stages of decision-making.
18. List out Deming's "14 points" of quality.

SECTION – C

Answer any TWO questions:

(2 x20 = 40)

19. Imagine that you are appointed the CEO of Kingfisher Airlines (KFA) which is on the verge of being closed down. How will you make the KFA a profit-making concern? What changes will you bring about in the KFA and how will you implement those changes? If you get resistance, how will you tackle them?
20. Write an essay on Corporate Social Responsibility insisting on the need for Ethics in business.
21. How will you manage competitive advantage?
