



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

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SECOND SEMESTER – APRIL 2013

CO 2502/2501/2500 - BUSINESS MANAGEMENT

Date: 30/04/2013
Time: 9:00 - 12:00

Dept. No.

Max. : 100 Marks

SECTION A

ANSWER ALL THE QUESTIONS:

(10*2=20)

1. What is MBO?
2. Define Management.
3. What is meant by 'strategy'?
4. Write a note on 'accountability'.
5. Who is a functional leader?
6. What is meant by case study?
7. What is organization chart?
8. Mention any two basis of departmentation.
9. What is span of management?
10. Define co-ordination.

SECTION B

ANSWER ANY FIVE QUESTIONS:

(5*8=40)

11. Discuss Herzberg's theory of motivation.
12. Bring out the limitations of planning.
13. Explain the importance of decision-making.
14. Explain the characteristics of co-ordination.
15. Write the circumstances that normally lead to employee transfer.
16. Discuss the various stages involved in the process of training.
17. Bring out the merits and demerits of autocratic leadership style.
18. What are the characteristics of a good system of control?

SECTION C

ANSWER ANY TWO QUESTIONS:

(2*20=40)

19. Discuss Maslow's Hierarchy of needs theory? How relevant is it today?
20. Elucidate the various stages involved in the selection of candidates for jobs in an organisation.
21. How important is the establishment of an Effective communication system in an organization? Explain the barriers to effective communications.

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