



7LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com., DEGREE EXAMINATION – CORPORATE SEC.

FIRST SEMESTER – APRIL 2013

BC 1500 - BUSINESS MANAGEMENT

Date: 09/05/2013
Time: 1:00 - 4:00

Dept. No.

Max. : 100 Marks

PART – A

Answer ALL the questions:

(10 x 2 = 20 marks)

1. Differentiate between 'management' and 'administration'.
2. What is unity of command?
3. Explain 'Scalar principle'.
4. What is functional foremanship?
5. What are decision trees?
6. State any two differences between 'line' and 'staff'.
7. Who are autocratic leaders?
8. Give any two techniques of control.
9. What are Ego/Esteem needs of an individual?
10. Define coordination.

PART – B

Answer any FIVE questions:

(5 x 8 = 40 marks)

11. Explain briefly the concepts of delegation and decentralization in management.
12. Write a note on Organisation charts and manuals.
13. Describe the Graicunnas' theory of Span of Control.
14. State the advantages of promotion by seniority.
15. Explain Taylor's Scientific management.
16. Detail the decision - making process.
17. Describe Maslowe's Need theory.
18. What is departmentation? Explain the important types of departmentation.

PART - C

Answer any TWO questions:

(2 x 20 = 40 marks)

19. Define 'Communication'. Explain the barriers to effective communication.
20. Explain the important theories of leadership.
21. Briefly describe the internal and external sources of recruitment.

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