



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP

SECOND SEMESTER – APRIL 2016

BC 2502 / BC 1500 - BUSINESS MANAGEMENT

Date: 21-04-2016

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

PART-A

Answer All the Questions

10X2=20

1. Define Management?
2. What is Management by objectives?
3. What is a Policy?
4. Differentiate risk from uncertainty?
5. Define delegation?
6. What does promotion mean?
7. Mention the techniques of direction?
8. What are gestures in communication?
9. What is management by exception?
10. Differentiate co-operation from co-ordination?

PART-B

Answer any Four Questions

4x10=40

11. Distinguish Management from Administration. Is management an Art or Science?, Discuss.
12. Explain the various aspects of scientific management?
13. What are the advantages of planning?
14. State the importance of decision making?
15. Distinguish formal organization from informal organization?
16. Discuss the different kind of leadership styles?
17. What are the characteristics of a good system of control?

PART-C

Answer any Two Questions

2x20=40

18. Explain briefly the various functions of management?
19. Discuss the various steps involved in the process of planning?
20. Explain in detail the various internal and external sources of recruitment?
21. Discuss Maslow's needs hierarchy theory and Herzberg's theory of motivation.
