



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FIRST SEMESTER – APRIL 2016

CO 1814 - MODERN MANAGEMENT PRACTICE

Date: 02-05-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART A

Answer ALL questions 10X2=20

1. Who is an intermediate Consumer?
2. What do you mean by Non Programmed Decisions?
3. What do you mean by Cost Competitiveness?
4. Define Motivation.
5. What is emotional intelligence?
6. Write a short note on Brain Storming.
7. What do you mean by Ethical Climate?
8. What do you understand by Competitive Environment?
9. What do you understand by principles of delegation?
- 10 What do you mean by Knowledge Management?

PART B

Answer any FOUR questions 4X10=40

- 11 What are the steps involved in building an effective team?
- 12 Distinguish between the Macro environment and competitive environment
- 13 Explain the duties of Managers in an Organisation
- 14 What are the uses of internet in business?
- 15 What is 'Matrix organisation' .Explain the advantages and disadvantages of Matrix Organisation
- 16 What are the characteristics of Managerial Decisions?
- 17 What is an organisation Structure? Explain the functions of organisation structure?

PART C

Answer any TWO questions 2X20=40

18 What is a formal organisation? Explain the characteristics, benefits, and limitations of a formal organisation

19 Define Management .Explain the functions of Management

20 Define Motivation. Explain the Maslow's theory of Motivation.

21 What is managerial Decision? Describe the various stages of managerial Decision making
