



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.Com. DEGREE EXAMINATION - COMMERCE**

**FIRST SEMESTER – NOVEMBER 2013**

**CO 1814 - MODERN MANAGEMENT PRACTICE**

Date : 11/11/2013  
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

**PART A**

**Answer all questions 10X2=20**

1. What do you mean by Knowledge Management?
2. Define Organising.
3. Who is an intermediate Consumer?
4. What do you mean by Non Programmed Decisions?
5. Write a short note on Conflicts.
6. What is Moral Philosophy?
7. Define the term Strategic Leadership.
8. Define Motivation.
9. What do you mean by ethical climate?
10. Write a short note on Bench Marking.

**PART B**

**Answer any FOUR questions 4X10=40**

11. Distinguish between the Macro environment and competitive environment
12. What are the characteristics of Managerial Decisions?
13. You are a new marketing manager for a large automobile tire manufacturer. Your company's advertising agency has just presented plans for introducing a new tire into the South India market. Your tire is a truly good product, but the proposed advertising is deceptive. For example, the "reduced price" was reduced from the hypothetical amount that was established only so it could be "reduced", and claims that the tire was tested under the "most adverse" conditions ignore the fact that it was not tested in prolonged tropical heat and humidity. Your superiors are not

concerned about the deceptive advertising, and they are counting on you to see that the tire does extremely well in the new market. Will you approve the advertisement plan? Give reasons.

14. Briefly explain the major leadership styles. Which leadership style is generally found and associated with Indian organisations?
15. What are the steps involved in building an effective team?
16. What are the characteristics of Motivation?
17. Explain the role of Managers in an organisation.

### **PART C**

**Answer any TWO questions 2X20=40**

18. Describe how environmental forces influence organisations and how organisations can influence their environments?
19. What is managerial Decision? Explain the stages of managerial Decision making.
20. What is team building? Differentiate between traditional environment and team environment.
21. Explain Herzberg's two-factor theory of motivation.

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