



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FIRST SEMESTER – NOVEMBER 2015

CO 1814 - MODERN MANAGEMENT PRACTICE

Date : 07/11/2015
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

PART A

ANSWER **ALL** QUESTIONS

10X2=20

1. Write a short note on Cost Competitiveness.
2. How do you define the term Management?
3. What do you understand by Competitive Environment?
4. Give a comprehensive definition of Leadership
5. What do you understand by Principles of Delegation?
6. Write a short note on Scalar Chain.
7. Explain the concept of 'Team'
8. What is self-managed team?
9. How do you define tactical planning?
10. Write a short note on Operational Planning

PART B

ANSWER ANY **FOUR** QUESTIONS

4X10=40

11. Identify and describe a great manager. What makes him or her stand out from the crowd?
12. "Leadership is the driving force which gets things done by others". Examine this statement.
13. Explain the importance of an Organisation.
14. Briefly state the four stages of TQM evolution.
15. What is organisation Structure? Explain the functions of organisation structure?
16. What are the characteristics of Motivation?
17. Write the advantages and limitation of internet in the modern business.

PART C

ANSWER ANY **TWO** QUESTIONS

2X20=40

18. Describe Managerial Grid. How it can be used for imparting training in leadership?
19. What is formal organisation? Explain the characteristics, benefits and limitations of formal organisation.
20. Explain the components of strategic management process.
21. Explain the Effect of the Internet on Modern Businesses & Corporations.
