



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

**M.Com. DEGREE EXAMINATION – COMMERCE**

**FIRST SEMESTER – NOVEMBER 2019**

**PCO 1503 – MODERN MANAGEMENT PRACTICE**

Date: 05-11-2019

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

**SECTION A**

**Answer ALL the questions**

**(10x2=20)**

1. What is Administration?
2. What is Scalar chain?
3. What do you understand by social responsibility of business?
4. Define the concept of Formal Organisation.
5. What is democratic leadership?
6. Write a short note on Storming.
7. Define the concept of the Cultural Environment.
8. How do you define technology environment?
9. What do you understand about Globalisation?
10. Write a short note on CSR.

**SECTION B**

**Answer any FOUR questions**

**(4x10=40)**

11. Explain the nature and scope of Management.
12. Describe the social responsibility of business towards owners and employees.
13. Explain the levels of strategy formulation.
14. "A leader is one who knows the way, goes the way, and shows the way."-Explain.
15. "BCG matrix is a corporate planning tool, which is used to portray firm's brand portfolio or SBUs on a quadrant along relative market share axis and speed of market growth axis".-Explain.
16. Explain the different stages of a team.
17. Explain the advantages and limitations of line and staff organisation structure.

**SECTION C**

**Answer any TWO questions**

**(2x 20=40)**

18. Define Organisation Structure. Describe the types of Organisation Structure.
19. Explain the concept of SWOT analysis by using Automobile Industries.
20. Define Organisational Conflict. Describe the types of organisational conflict.
21. Explain the Main Pros and Cons of the Internet in business.

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