

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**  
**(For candidates admitted during the academic year 2019-20 and thereafter)**

**COURSE CODE: 19CM/PC/MT34**

**M.COM DEGREE EXAMINATION DECEMBER 2020**

**COMMERCE**  
**THIRD SEMESTER**

**COURSE : MAJOR – CORE**

**PAPER : MANAGEMEMENT OF TRANSFORMATION**

**TIME : 90 MINUTES**

**MAX. MARKS: 50**

**Section - A**

**(3 x 10 = 30)**

**Answer Any Three Questions**

1. What are the differences between Leadership and Management?
2. Elaborate on types of Organisational Change.
3. What is 'Brand Repositioning' and explain its types?
4. What are the Principles of Quality of Work Life(QWL)?

**Section - B**

**(1x 20 = 20)**

**Answer Any One Question**

5. Explain in detail on the 'Situational Leadership Theory'
6. What are the various types of technology used for improving productivity of a business?

\*\*\*\*\*