

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**

**COURSE CODE: 19BA/MC/MC13**

**B.B.A DEGREE EXAMINATION – NOVEMBER 2021**

**BUSINESS ADMINISTRATION**

**COURSE : MAJOR – CORE**

**PAPER : MANAGEMENT CONCEPTS**

**TIME : 3 HOURS**

**MAX. MARKS: 100**

**SECTION – A**

**Answer all the questions:**

**(7 x 4 = 28)**

1. Explain the scalar chain with a diagram.
2. State Elton Mayo's Hawthorne experiment.
3. What are the advantages of planning?
4. "A problem well- defined is half solved" – Comment.
5. Why motivation is needed?
6. How will you make communication effective?
7. "The essence of control is action". Comment

**SECTION – B**

**Answer any TWO questions:**

**(2 x 16 = 32)**

8. Explain with the help of a diagram the inter- relationship between Levels of Management and Managerial functions.
9. Suggest the various bases of departmentation for car manufacturing company.
10. Design a recruitment and selection programme for recruitment for the post of Assistant Marketing Manager.

**SECTION – C**

**Answer any ONE question:**

**(1 x 40 = 40)**

11. (a) Describe the importance of management with relevant examples. (20 marks)  
(b) Discuss the emerging concepts in the changing business situations. (20 marks)
12. (a) Explain the qualities and functions of a leader. (20 marks)  
(b) "All the leadership styles are perfect" – Justify (20 marks)

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