

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2023-24)

B.COM. DEGREE EXAMINATION, NOVEMBER 2023
HONOURS
FIRST SEMESTER

COURSE : MAJOR CORE
PAPER : MANAGEMENT AND ITS DIMENSIONS
SUBJECT CODE : 23BH/MC/MD14
TIME : 3 HOURS **MAX. MARKS: 100**

Q. No.	SECTION A (5 x 2 =10)	CO	KL
Answer all questions not exceeding 50 words			
1	Differentiate skills of a Leader and a Manager	1	1
2	List the disadvantages of operating as a sole trader.	1	1
3	Define ‘Business Ethics’.	1	1
4	List any two Classical Theories of Organisation.	1	1
5	What do you mean by ‘Environmental Business Structure’?	1	1
Q. No.	SECTION B (4 x 5 = 20)	CO	KL
Answer any 4 questions not exceeding 150 words			
6	You are given in charge of a change management Process in your organisation, Identify the key change management trends that you would use to help your company successfully implement the Change.	1	2
7	You are the CEO of a small business that sells handmade jewellery. You are considering expanding your business into a new market. You decide to conduct a SWOT analysis to help you make a decision. What are the key strengths, weaknesses, opportunities, and threats that you would identify in your SWOT analysis? How could you use this information to develop a strategy for expanding your business into a new market?	1	2
8	Explain the characteristics of Management.	1	2
9	Discuss the concept and nature of Social Responsibility.	1	2
10	Illustrate Mendelow’s Stakeholder Matrix with examples.	1	2
11	Describe the benefits of Informal Organisations.	1	2
Q. No.	SECTION C (4 x 10 =40)	CO	KL
Answer the following questions not exceeding 500 words			
12 a.	Explain the different categories of Stakeholders and how you would apply Mendelow’s Stakeholder Mapping to approach Stakeholders Conflict.	2	3
(Or)			
12 b.	Identify the responsibilities of management towards stakeholders.	2	3

13 a.	Illustrate and explain the Tom Peter's 7S model. (Or)	2	3
13 b.	Describe the Process of Change Management.	2	3
14 a.	Evaluate the Style theories of Leadership. (Or)	3	4
14 b.	Analyse the different departments in an organisation.	3	4
15 a.	Bring out the differences between Theory X and Theory by McGregor.	3	4
15 b.	Examine Mintzberg's Organisation Structure. (Or)	3	4
Q. No.	SECTION D (1 x 15 = 15) Answer any one question not exceeding 1000 words	CO	KL
16	Conduct a PESTEL analysis of the airline industry in India. Identify the key factors that are likely to impact the industry in the next 5 years and discuss how these factors could impact the profitability of airline companies.	4	5
17	Critically analyse Herzberg's Two factor theory and Victor Vroom's Expectancy Model.	4	5
Q. No.	SECTION E (1 x 15 = 15) Compulsory Case Study	CO	KL
18	XYZ is a software development company with over 500 employees. The company is currently working on a new project to develop a new operating system. The project is complex and challenging, and it is important for XYZ to successfully implement the project in order to remain competitive in the market. The project manager, John, is a highly experienced and skilled leader. He is also very task-oriented and focused on completing the project on time and within budget. However, some of the employees on the project are concerned that John's leadership style is too rigid and that he is not giving them enough autonomy. They are also worried that the project is becoming too focused on meeting deadlines and budget targets, and that this is leading to a decline in quality. Apply the contingency theory of leadership to the case study and discuss how John could adapt his leadership style to improve the chances of success for the project.	5	6
