

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86**  
(For candidates admitted from the academic year 2023 – 2024 and thereafter)

**B.B.A DEGREE EXAMINATION - NOVEMBER 2024**  
**BUSINESS ADMINISTRATION**  
**FIRST SEMESTER**

**COURSE : MAJOR CORE**  
**PAPER : MANAGEMENT CONCEPTS**  
**COURSE CODE : 23BA/MC/MC13**  
**TIME : 3 HOURS** **MAX. MARKS: 100**

<b>SECTION A</b>				
<b>Q. No.</b>	<b>Answer all the questions:</b>	<b>(5 x 2 = 10)</b>	<b>CO</b>	<b>KL</b>
1	Define management.		CO1	K1
2	Specify any two merits of internal recruitment.		CO1	K1
3	List the characteristics of Controlling.		CO1	K1
4	State the meaning of 'Matrix organisation'.		CO1	K1
5	Mention the types of planning.		CO1	K1
<b>SECTION B</b>				
<b>Q. No.</b>	<b>Answer any four questions:</b>	<b>(4 x 5 = 20)</b>	<b>CO</b>	<b>KL</b>
6	Determine the objectives of planning.		CO2	K2
7	Explain the contemporary approach to management as proposed by Elton Mayo.		CO2	K2
8	Describe Horizontal Communication in an organization with example.		CO2	K2
9	Differentiate the concept of decentralization from delegation.		CO2	K2
10	Explain the process of controlling.		CO2	K2
11	Examine the qualities of an effective leader.		CO2	K2
<b>SECTION C</b>				
<b>Q. No.</b>	<b>Answer the following:</b>	<b>(4 x 10 = 40)</b>	<b>CO</b>	<b>KL</b>
12	a) Elaborate the significance of Henry Fayol's contributions to management theory.  (or) b) Assess how Tom Peter's 7-S model can be applied in modern organizations.		CO3	K3
13	a) Explain the steps in MBO process.  (or) b) Identify the obstacles to effective planning.		CO3	K3
14	a) Explain the external sources of Recruitment.  (or) b) Outline the need and importance of Training in manufacturing organizations.		CO4	K4
15	a) Illustrate the different types of departmentation.  (or) b) Analyse the different types of Control Techniques.		CO4	K4
<b>SECTION D</b>				
<b>Q. No.</b>	<b>Answer any two questions:</b>	<b>(2 x 15 = 30)</b>	<b>CO</b>	<b>KL</b>
16	Justify how the selection process contributes to effective hiring.		CO5	K5
17	Outline and explain the key steps in planning process.		CO5	K5
18	Explain and illustrate the contemporary approaches to management as outlined by Henry Fayol's theory.		CO5	K5

\*\*\*\*\*