

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

**B.COM. (BFE) DEGREE EXAMINATION - NOVEMBER 2024**  
**BANKING, FINANCE AND ENTREPRENEURSHIP**  
**THIRD SEMESTER**

**COURSE : MAJOR CORE**  
**PAPER : MANAGEMENT PRINCIPLES AND APPLICATIONS**  
**SUBJECT CODE : 23BF/MC/MP33**  
**TIME : 3 HOURS** **MAX. MARKS: 100**

<b>SECTION A</b>				
<b>Q. No.</b>	<b>Answer all the questions not exceeding 50 words each:</b>	<b>(5 x 2 = 10)</b>	<b>CO</b>	<b>KL</b>
1	Define Management.		1	K1
2	Explain BCG Matrix.		1	K1
3	State the Advantages of delegation in management.		1	K1
4	List out the Barriers of Communication.		1	K1
5	Write a note on PERT.		1	K1
<b>SECTION B</b>				
<b>Q. No.</b>	<b>Answer any four questions not exceeding 150 words each:</b>	<b>(4 x 5 = 20)</b>	<b>CO</b>	<b>KL</b>
6	Bring out the contributions made by FW Taylor in scientific management.		1	K2
7	Compare and Distinguish between Formal organization and Informal organization.		2	K2
8	Summarize the steps involved in the process of Planning.		2	K2
9	Classify the types of Budgetary Control Technique		2	K2
10	Elucidate the Process of communication.		2	K2
11	Discuss the Maslow Need theory.		2	K2
<b>SECTION C</b>				
<b>Q. No.</b>	<b>Answer the following not exceeding 500 words each:</b>	<b>(4 x 10 = 40)</b>	<b>CO</b>	<b>KL</b>
12	(a) Describe the Roles of a manager. (OR) (b) Articulate and explain the theory of Management by Exception.		3	K3
13	(a) Describe SWOT Analysis. (OR) (b) Is Management an Art or Science? Explain.		3	K3
14	(a) Analyze the process of organizing. (OR) (b) Investigate the challenges of management in Global Scenario.		4	K4
15	(a) Illustrate with a diagram and explain the process of control mechanism. (OR) (b) Why is the Departmentation function beneficial for an organization?		4	K4
<b>SECTION D</b>				
<b>Q. No.</b>	<b>Answer any two questions not exceeding 1000 words each:</b>	<b>(2 x 15 = 30)</b>	<b>CO</b>	<b>KL</b>
16	Explain the McKinsey's 7S Model.		5	K5
17	Categorize the different types of techniques involved in Decision making.		5	K5
18	Discuss the Universal principles of management given by Henry Fayol.		5	K5

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