

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

B. COM. DEGREE EXAMINATION - NOVEMBER 2024
HONOURS
FIRST SEMESTER

COURSE : MAJOR CORE
PAPER : MANAGEMENT AND ITS DIMENSIONS
COURSE CODE : 23BH/MC/MD14
TIME : 3 HOURS

MAX. MARKS: 100

SECTION A				
Q. No.	Answer all questions:	(5 x 2 =10)	CO	KL
1	Define Management.		1	1
2	What are the key functions of a leader in an organisation?		1	1
3	Describe the concept of stakeholder and differentiate between internal and external stakeholders.		1	1
4	Define change management and explain its primary purpose.		1	1
5	Write a short note on departmentation.		1	1
SECTION B				
Q. No.	Answer any FOUR questions:	(4 x 5 = 20)	CO	KL
6	Illustrate Blake and Mouton's Leadership Grid. How does it help in identifying different leadership styles?		2	2
7	Explain any 5 Principles of Management by Henry Fayol.		2	2
8	List the different types of stakeholders and state how they influence the business.		2	2
9	Discuss the impact of external environmental factors on business strategy.		2	2
10	Summarise the barriers of Informal Organisations.		2	2
11	Why is management an Art, science and profession?		2	2
SECTION C				
Q. No.	Answer the following questions:	(4 x 10 =40)	CO	KL
12 a.	Identify the responsibilities of management towards stakeholders.		3	3
	(or)			
12 b.	Explain the characteristics of management.		3	3
13 a.	Illustrate and explain the Tom Peter's 7S model.		3	3
	(or)			
13 b.	Identify the barriers to communication and suggest how to overcome them.		3	3
14 a.	Discuss the various types or styles of leadership. Provide examples of situations where each style would be most effective.		4	4
	(or)			
14 b.	Illustrate and examine Mendelow's stakeholder mapping.		4	4
15 a.	Describe the Process of Change Management.		4	4
	(or)			
15 b.	Examine PESTEL analysis to understand the environmental impact of business.		4	4

SECTION D				
Q. No.	Answer any one question:	(1 x 15 = 15)	CO	KL
16	Evaluate the theories of organisation.		5	5
17	Critically analyse Herzberg's Two factor theory and Victor Vroom's Expectancy Model.		5	5
SECTION E				
Q. No.	Compulsory Case Study:	(1 x 15 = 15)	CO	KL
18	<p>XYZ Enterprises is undergoing a major organisational transformation due to external changes in the business environment, such as technological advancements and shifting market dynamics. The CEO has identified the need for a change management strategy to address internal resistance and align the organisation with external trends. As a strategic advisor:</p> <p style="margin-left: 40px;">a. Develop a change management plan using relevant leadership theories to address internal challenges.</p> <p style="margin-left: 40px;">b. Propose strategies to overcome resistance and ensure successful implementation.</p>		5	6
