

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

B.COM. DEGREE EXAMINATION, NOVEMBER 2024
BRANCH - COMMERCE
FIRST SEMESTER

COURSE : MAJOR CORE
PAPER : PRINCIPLES AND PRACTICE OF MANAGEMENT
SUBJECT CODE : 23CM/MC/PM13
TIME : 3 HOURS **MAX. MARKS: 100**

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| Q. No. | SECTION A ANSWER ALL THE QUESTIONS | (5 x 2 = 10) | CO | KL |
| 1 | Define management. | | CO1 | K1 |
| 2 | Name any two types of control methods used in management. | | CO1 | K1 |
| 3 | What is the meaning of planning in management? | | CO1 | K1 |
| 4 | Identify the types of organisational structures. | | CO1 | K1 |
| 5 | State the need of motivation in management. | | CO1 | K1 |
| Q. No. | SECTION B ANSWER ALL THE QUESTIONS | (5 x 2 = 10) | CO | KL |
| 6 | Why is management considered both a science and an art? | | CO1 | K2 |
| 7 | Distinguish between centralisation and decentralisation. | | CO1 | K2 |
| 8 | State the importance of effective communication in managing human resources. | | CO1 | K2 |
| 9 | How can motivation theories improve managerial effectiveness? | | CO1 | K2 |
| 10 | In what way can a control system contribute to achieving organisational objectives? | | CO1 | K2 |
| Q. No. | SECTION C ANSWER ANY TWO QUESTIONS | (2 x 10 = 20) | CO | KL |
| 11 | Explain the internal and external sources of recruitment. | | CO2 | K3 |
| 12 | Briefly explain Maslow's Need Hierarchy Theory. | | CO2 | K3 |
| 13 | Describe how you would implement controls to monitor and improve work performance? | | CO2 | K3 |

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| Q. No. | SECTION D ANSWER ANY TWO QUESTIONS | (2 x 10 = 20) | CO | KL |
| 14 | Elucidate how MBO enhances planning effectiveness in an organisation. | | CO3 | K4 |
| 15 | How did Hawthorne experiment contribute to understanding employee behaviour? | | CO3 | K4 |
| 16 | Analyse how different organisational structures affect group behaviour and decision-making in a company. Illustrate it with suitable examples. | | CO3 | K4 |
| Q. No. | SECTION E ANSWER ANY TWO QUESTIONS | (2 x 20 = 40) | CO | KL |
| 17 | Compare the impact of different leadership styles on team performance. | | CO4 | K5 |
| 18 | State the elements of communication and explain the different methods of communication. | | CO4 | K5 |
| 19 | Assess the importance of a control system in monitoring organisational performance. What are the key elements of an effective control system? | | CO4 | K5 |
| 20 | How effective is Henry Fayol's Principles of Management in addressing contemporary management challenges? | | CO4 | K5 |
