

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

**B.VOC. DEGREE EXAMINATION, NOVEMBER 2024**  
**BANKING, FINANCIAL SERVICES AND INSURANCE**  
**THIRD SEMESTER**

**COURSE : MAJOR CORE**  
**PAPER : BUSINESS MANAGEMENT**  
**COURSE CODE : 23VB/VM/BM36**  
**TIME : 3 HOURS**

**MAX. MARKS: 100**

<b>SECTION A</b>			
<b>Q. No.</b>	<b>Answer all the questions not exceeding 50 words: (5 x 2 = 10)</b>	<b>CO</b>	<b>KL</b>
1	Define Management.	CO1	K1
2	List any two challenges in planning.	CO1	K1
3	What is Span of Control?	CO1	K1
4	Brief on Stress Interview.	CO1	K1
5	Specify the four basic types of departmentalization.	CO1	K1
<b>SECTION B</b>			
<b>Q. No.</b>	<b>Answer any four questions not exceeding 150 words: (4 x 5 = 20)</b>	<b>CO</b>	<b>KL</b>
6	Explain the different levels of Management.	CO2	K2
7	Write about the characteristic features of Planning.	CO2	K2
8	Distinguish Delegation from Decentralisation.	CO2	K2
9	Explain the external sources of recruitment.	CO2	K2
10	Demonstrate how job rotation is different from under study?	CO2	K2
11	Highlight the advantages of democratic leadership.	CO2	K2
<b>SECTION C</b>			
<b>Q. No.</b>	<b>Answer the following questions not exceeding 500 words:(4x10= 40)</b>	<b>CO</b>	<b>KL</b>
12	a) Explain the different types of plans used in management with suitable examples.  (or) b) Describe the different types of organizational structures commonly used in businesses.	CO3	K3
13	a) Discuss various methods of 'Off the job training'.  (or) b) Outline the key steps involved in the employee selection process. Explain the significance of each step in the selection process.	CO3	K3
14	a) Explain Henry Fayol's 14 Principles of Management and their relevance to modern organizational practices.  (or) b) Discuss F.W. Taylor's contribution to management theory.	CO4	K4

15	a) Describe the five levels of needs in Maslow's Theory and discuss how this theory can be applied to motivate employees in the workplace.  (or) b) Analyse the common barriers to effective interpersonal communication in an organizational setting.	CO4	K4
<b>Q. No.</b>	<b>SECTION D</b> <b>Answer any two questions not exceeding 1000 words: (2 x 15 = 30)</b>	<b>CO</b>	<b>KL</b>
16	Summarise the qualities of an effective leader which steer the organization towards success.	CO5	K5
17	Evaluate the various types of Communication in an organisation.	CO5	K5
18	Explain the functions of management.	CO5	K5

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