

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2011-2012 & thereafter)

SUBJECT CODE : 11CM/MC/BM24

B.Com./B.Com(CS) DEGREE EXAMINATION APRIL 2013
COMMERCE
CORPORATE SECRETARYSHIP
SECOND SEMESTER

COURSE : MAJOR – CORE
PAPER : BUSINESS MANAGEMENT
TIME : 3 HOURS

MAX. MARKS : 100

SECTION – A

ANSWER ALL QUESTIONS IN 50 WORDS:

(10 x3 = 30)

1. Define Management.
2. 'Management is an Art' - Explain.
3. Define Planning.
4. What is a Policy?
5. Write short notes on line organization.
6. State the basis of Departmentation.
7. What is Staffing?
8. Differentiate between delegation and decentralisation.
9. Explain the term "Span of Control.
10. Define Control.

SECTION – B

ANSWER ANY FIVE QUESTIONS IN 300 WORDS:

(5 x 6 = 30)

11. Explain the functions of Management.
12. Discuss the need and importance of training in an organization.
13. What is MBO? Discuss the process of MBO.
14. Explain Departmentation by functions. State its merits and demerits.
15. Explain Maslow's theory of human needs.
16. Explain the process of communication.
17. Discuss the control process.

SECTION – C

ANSWER ANY TWO QUESTIONS IN 1200 WORDS:

(2 x 20 = 40)

18. Explain Fayol's principles of management.
19. Explain the internal and external sources of recruitment.
20. Discuss the Barriers to effective communication.
21. Explain Line, line & staff and functional organizations.
