

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

SUBJECT CODE : 11CM/MC/BM24

B.Com. DEGREE EXAMINATION APRIL 2012
CORPORATE SECRETARYSHIP
SECOND SEMESTER

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

MAX. MARKS : 100

SECTION – A

ANSWER ALL QUESTIONS:

(10 x 3 = 30)

1. Define Management
2. What are standing Plans?
3. What is authority in an organization?
4. What is empowerment?
5. How is staffing done?
6. Why is differentiation between line and staff functions necessary?
7. Define Strategy.
8. What is diagonal communication?
9. What is Transactional Analysis?
10. From what source would you prefer to recruit managerial personnel and why?

SECTION – B

ANSWER ANY FIVE QUESTIONS:

(5 x 6 = 30)

11. What does Taylor lay down as the principles of scientific management?
12. Define MBO and explain its process.
13. “Delegation of authority is not loss of power, it is enhancement of power” - Explain.
14. “The task of departmentation if done carefully would enable the organization to reap several advantages” – Substantiate.
15. What are the leadership qualities that you look for in a manager?
16. Compare the merits of Internal and External sources of Recruitment.
17. Explain Maslow’s Theory of Motivation.

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. Explain the planning process and also the ways in which planning may be made more effective.
19. Identify and briefly explain the various employee training methods used in an organization.
20. What are the common barriers to communication in an organization? How can they be overcome?
21. Discuss the requirements of an effective control system and explain the advantages and limitations of controlling.
