

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2015-2016 and thereafter)

SUBJECT CODE: 15CM/MC/BM24

B.Com./B.Com (CS) DEGREE EXAMINATION APRIL 2017
COMMERCE
CORPORATE SECRETARYSHIP
SECOND SEMESTER

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

MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS IN 30 WORDS:

(10 x 2 = 20)

1. Define Management.
2. What is Top Management?
3. Write a note on Motivation.
4. What is Strategic planning?
5. What is functional organization?
6. What is Delegation?
7. What are single-use plans?
8. What is Communication?
9. What is Managerial Control?
10. What is Feedback?

SECTION – B

ANSWER ANY FIVE QUESTIONS IN 500 WORDS:

(5 x 8 = 40)

11. Explain Henry Fayol Principles of Management.
12. Explain the Characteristics of Planning.
13. Explain the different types of Departmentation.
14. Explain the advantages of Training.
15. What are the Types of Leadership?
16. What are the essentials of good communication system?
17. Explain the Control Process.

SECTION – C

ANSWER ANY TWO QUESTIONS IN 1200 WORDS:

(2 x 20 = 40)

18. Explain the different methods of Employee Training.
19. Explain the various types of organisational structures.
20. Explain the various sources of Recruitment.
21. Explain the characteristics of an Ideal Control System.
