

**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 2018**  
**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. Write a short note on Management by Objectives.
2. What is Espirit de Corps?
3. Define the term 'Strategy'
4. Explain the term 'Grapevine in Management'.
5. Comment on "Maslow's hierarchy of needs".
6. What is Span of control?
7. Mention the responsibilities of a Supervisor.
8. Distinguish between centralization and decentralization.
9. Why is control resented?
10. Define the term Management.

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS IN 500 WORDS:**

**(5 x 8 = 40)**

11. Explain the Principles of Management as advocated by Henry Fayol.
12. Discuss the features of a good plan.
13. What is Leadership? Explain the different types of Leadership.
14. How important is the establishment of an effective communication system in an organization? Explain the barriers to effective communications.
15. Explain the different types of Training given to employees in an organization.
16. Bring out the merits and demerits of line and staff form of organization.
17. Elucidate the characteristics of a good system of control.

**SECTION – C**

**ANSWER ANY TWO QUESTIONS IN 1200 WORDS:**

**(2 x 20 = 40)**

11. What is Scientific Management? Describe its elements
12. Elucidate the various stages involved in the selection of candidates for a job in an Organization.
20. Discuss in detail the various types of plans.
21. Discuss the meaning, significance and methods of departmentalization. Compare the various methods of departmentalization

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