

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2008 – 2009 & thereafter)

SUBJECT CODE : CM/MC/BM14

B.Com. DEGREE EXAMINATION NOVEMBER 2009
COMMERCE
FIRST SEMESTER

COURSE : MAJOR – CORE
PAPER : BUSINESS MANAGEMENT
TIME : 3 HOURS
MAX. MARKS : 100

SECTION – A

ANSWER ALL QUESTIONS: (10 x 3 = 30)

1. Define the term “Management”.
2. What is meant by “Policy”?
3. Unfold the meaning of “Strategy”.
4. What is discipline?
5. What do you understand by MBO?
6. What is Staffing?
7. Explain the meaning of “Decentralization”.
8. What do you mean by “Control”?
9. What is meant by “Distortion”?
10. What are ‘Self-Esteem Needs’?

SECTION – B

ANSWER ANY FIVE QUESTIONS: (5 x 6 = 30)

11. List out and explain the obstacles to effective planning.
12. Explain the principles of scientific management.
13. Briefly explain the contributions of Elton Mayo for management.
14. Distinguish between delegation and decentralization.
15. Bring out the features of an ideal control system.
16. What are the advantages and disadvantages of line organization?
17. State and explain barriers to effective communication.

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. Discuss the general principles of management as laid down by Henry Fayol .
19. Describe the process, merits and demerits of MBO.
20. Explain in detail the classification of external or off-the job training offered to the employees.
21. Write a detailed note on the following.
 - a) Methods of communication.
 - b) Control process.

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