

**M.Com. DEGREE EXAMINATION, NOVEMBER 2018**  
**I Year I Semester**  
**Core Major -IV**  
**ADVANCED MANAGEMENT THEORY**

**Time : 3 Hours**

**Max.marks :75**

**Section A** ( $10 \times 2 = 20$ ) Marks

Answer any **TEN** questions

1. What is NENKO system?
2. What is Theory Z in Japanese Management?
3. Why TQM is necessary?
4. Give the meaning of the term Global Environment.
5. What is decision tree?
6. Define strategic management.
7. List out the objectives of ISO 9000.
8. Define Learning Organisation.
9. What is 7-S framework?
10. What do you understand by three Rs of reengineering?
11. What is self-transcendence?
12. What is equanimity in Bhagavad Gita?

**Section B** ( $5 \times 5 = 25$ ) Marks

Answer any **FIVE** questions

13. Explain the features of Japanese Management System.
14. What are the requisites for ISO 9000.
15. What are the various techniques employed for creative thinking?
16. Explain the various tools and techniques used in process redesign.
17. Discuss the views of Thirukural on social responsibility.
18. State the benefits and limitations of reengineering.
19. Explain the participation of women in management in Indian Industries.

**Section C** ( $2 \times 15 = 30$ ) Marks

Answer any **TWO** questions

20. Explain briefly the basic elements of TQM.
21. Discuss the various benefits and limitations of strategic management.
22. Explain in detail the features of Business Process Reengineering.
23. Explain the role of Information Technology in audit management.

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