

B.Com DEGREE EXAMINATION, APRIL 2019
II Year III Semester
Business Management

Time : 3 Hours

Max.marks :75

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

Answer any **TEN** questions

1. Define Management.
2. What is strategy?
3. Why is Management a profession?
4. Why are goals and objectives important in planning?
5. What is long-range planning?
6. What are line and staff function?
7. Write a note on "Scalar chain".
8. What is "grapevine"?
9. Define control.
10. List out the basic elements of control process.
11. Write a note on Informal communication.
12. Define motivation.

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

Answer any **FIVE** questions

13. Distinguish management from administration.
14. State the limitations of planning?
15. Explain Herzberg's two-factor theory.
16. Distinguish delegation from decentralization.
17. State the importance of co-ordination.
18. What are the factors that determine span of supervision?
19. What are advantages of Functional Organisation?

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

Answer any **TWO** questions

20. Explain the important elements of F.W. Taylor's Scientific Management
21. Discuss the different stages in the process of decision-making.
22. What do you mean by co-ordination? Explain its principles and techniques.
23. What is delegation of authority? Explain its principles. How delegation can be made more effective?

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