

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN  
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai — 600 044.

B.Com.(CS) END SEMESTER EXAMINATIONS APRIL-2023

SEMESTER - I

**21UBCCT1002 - Corporate Management**

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

### **Section B**

Answer any **SIX** questions ( $6 \times 5 = 30$  Marks)

1. Explain the role played by a manager in a Business Organisation.
2. “ Management is an Art as well as Science” - Explain.
3. Explain different types of Decisions.
4. Bring out the important characteristics of Organisation.
5. Distinguish between Recruitment and Selection.
6. Explain in brief the advantages of Performance.
7. Briefly mention the basic principles of Direction.
8. Explain the characteristics of ideal control system.

### **Section C**

Answer any **THREE** questions ( $3 \times 10 = 30$  Marks)

9. Enumerate the principles of Management.
10. Examine the obstacles of effective planning and suggest the measures to overcome them.
11. Critically evaluate the methods of Training in Industry.
12. Explain the Peter Principle.
13. “Coordination is the essence of Management”- Discuss.

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