 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**M.Com.** DEGREE EXAMINATION - **COMMERCE**

FIRST SEMESTER – **NOVEMBER 2012**

# CO 1814 - MODERN MANAGEMENT PRACTICE

Date : 07/11/2012 Dept. No. Max. : 100 Marks

Time : 1:00 - 4:00

**SECTION - A**

**Answer ALL Questions: (10 x 2= 20)**

1. Explain the factors that affect ‘span of control.’
2. Differentiate ‘routines’ from ‘procedures’.
3. Enumerate the sources of ethical standards in business.
4. What is TQM?
5. Are Indian Business Leaders good enough?
6. What is a Virtual Organisation?
7. What makes a ‘group’ grow into a ‘team’?
8. Given an opportunity, is it right for a business to maximize profits?
9. Identify any two differences between Chinese and Western Management Styles.
10. Why is it important to ‘Describe’ than ‘Evaluate’ while developing people?

**SECTION – B**

**Answer any FIVE questions: (5 x 8 = 40)**

1. Is ‘Change’ constant in a Business Environment? Explain, keeping in mind Virginia Satir’s

Model of ‘Change’

1. Differentiate ‘Transactional Leaders’ from ‘Transformational Leaders.’
2. Explain the BCG Matrix. Describe its utility to an Organisation’s strategy framework.
3. Comment on any TWO phases of the ‘Hawthorne Experiment.’
4. Can Modern Management be used as a tool to establish Equity and Quality of Life in the

world?

1. What are the successful strategies adopted by a ‘responsive organisation’?
2. How will Job-enrichment result in ‘Motivation’ for employees?
3. What are the usual conflicting situations that occur in a team? How are they managed?

**SECTION – C**

**Answer any TWO questions: (2 x 20 = 40)**

1. What are the fundamentals of Organizing? Explain with examples how delegation is good

and can save money and time, help in building skills, and motivate people.

1. Critically analyse Herzberg and Maslow’s theories on Motivation. Are they both relevant

in Modern times?

1. A) Critically evaluate Henry Mintsberg’s ideas on ‘Roles of Managers’ in the Indian

context. B) Why is 6-Sigma and ISO certification critical in Modern Businesses?

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