



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A.DEGREE EXAMINATION – BUSINESS ADMINISTRATION

SECOND SEMESTER – APRIL 2018

BU 2502/BU1500 - BUSINESS MANAGEMENT

Date: 24-04-2018
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART-A

ANSWER ALL THE QUESTIONS

10X2=20

1. What do you mean by division of work?
2. What is a 'Policy' ?
3. Mention any three off-the job training methods.
4. What is probation?
5. Define Directing.
6. What are gestures in communication?
7. What is departmentation?
8. What does 'authority' mean?
9. What do you mean by strategy?
10. What is meant by Case Study?

PART-B

ANSWER ANY FOUR QUESTIONS

4X10=40

11. Explain the importance of planning.
12. Briefly explain the various functions of management.
13. Explain the steps in decision making.
14. Discuss the important principles of direction.
15. What are the characteristics of a good system of control?
16. Describe the different levels of management in a business enterprise.
17. Explain the functions performed by a leader.

PART-C

ANSWER ANY TWO QUESTIONS

2X20=40

18. Explain Henry Fayol's Principles of management.
19. Explain the different styles of leadership.
19. Discuss Maslow's theory of motivation.
20. State and explain the barriers of communication in an organization.

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