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(Pages : 2)

Reg. No. 451338

Name TOM

M.Com. DEGREE EXAMINATION, JULY 2013

First Semester

Faculty of Commerce

Paper II—BUSINESS MANAGEMENT

Time : Three Hours

Maximum : 75 Marks

Section A

Answer all questions.

Each question carries 2 marks.

Each answer not to exceed half a page.

1. What is Corporate Governance ?
2. Explain "Management as an activity".
3. What is organisation structure ?
4. What do you mean by TQM ?
5. Explain the term BIS.
6. "Planning pervades all managerial activity". Explain.
7. What is planning premises ?
8. What do you mean by strategies ?
9. Explain M.B.O.
10. Explain decision-making 'under uncertainty'.

(10 × 2 = 20 marks)

Section B

Answer any five questions.

Each question carries 5 marks.

Each answer not to exceed one page.

11. What do you mean by Social Responsibility ?
12. Distinguish between Management and Administration.
13. Explain universality of management. State your arguments for universality.
14. State the principles of Co-ordination.
15. State the process of Direction.

Turn over