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H – 1154

Reg. No. : .....

Name : .....

**FIRST YEAR B.Com. Degree Examination, September 2019**

**Part III**

**Paper II: MANAGEMENT AND BUSINESS COMMUNICATION**

**(2006 Admission onwards)**

Time : 3 Hours

Max. Marks : 100

**SECTION – A**

Answer **any ten** questions. **Each** carries **two** marks

1. Define management.
2. "Planning bridges the gap between present and future" -Comment.
3. What do you mean by span of management?
4. What is strategic plan?
5. Define centralisation of authority.
6. What is the importance of motivation?
7. Give a brief account of bureaucratic leadership style.
8. What do you understand by oral communication?
9. What are the principles of interpersonal communication?

**P.T.O.**

10. What is 'agenda'?
11. Name 4 C's of effective letter writing.
12. What is postscript?

**(10 × 2 = 20 Marks)**

### **SECTION B**

Answer **any eight** questions. **Each** carries **five** marks.

13. Briefly explain the important functions of management.
14. Explain the importance of planning.
15. Distinguish between planning and forecasting.
16. Explain the important guidelines for effective decision-making.
17. What is line organisation? What are its advantages?
18. What are the elements of delegation?
19. Enumerate the characteristics of leadership.
20. Give a brief account of laissez faire style of leadership.
21. What is the importance of effective communication in business?
22. What are the advantages of oral communication?
23. Explain the measures to overcome the barriers to communication.
24. Bring out the significance of effective listening in business communication.

**(8 × 5 = 40 Marks)**

### SECTION — C

Answer **any two** questions. **Each** carries **20** marks.

25. Discuss the general principles of management enunciated by Henry Fayol.
26. Discuss in detail the different types of leadership styles with their relative merits and demerits.
27. Elucidate the main barriers to communication in management.
28. Draft a notice of the meeting of Board of Directors of Delta Enterprises Ltd., Chennai, the manufacturers of electrical goods

(2 × 20 = 40 Marks)