

(Pages : 2)

M – 4712

Reg. No. :

Name :

First Semester M.Com. Degree Examination, February 2022

SDE

**Paper I : CO 211 : CONTEMPORARY MANAGEMENT CONCEPTS AND
THOUGHTS**

(2017 Admission Onwards)

Time : 3 Hours

Max. Marks : 75

PART – A

Answer **all** questions in two or three sentences. Each question carries 2 marks.

1. What is Green marketing?
2. State the significance of modern management.
3. What is mentoring?
4. What is HR Planning?
5. Define QWL.
6. What is Charismatic Leadership?
7. What is financial management?
8. What do you mean by Trait Theory of leadership?
9. What is MIS?
10. Define motivation.

(10 × 2 = 20 Marks)

P.T.O.

PART – B

Answer any five questions! Each question carries 5 marks.

11. Explain Behavioural theory of leadership.
12. What are the characteristics of Leadership?
13. Explain the causes of stress in organisation.
14. What are the features of societal marketing concept?
15. Describe the scope of marketing research.
16. Discuss the objectives of financial management.
17. Explain ERG theory of motivation.
18. Write a note on HR Information System.

(5 × 5 = 25 Marks)

PART – C

Answer any two questions. Each question carries 15 marks.

19. Write an essay on Vroom. Expectancy theory of motivation.
20. Discuss in detail the functions of Human Resource management.
21. Discuss the importance of financial decisions. What are the classifications of financial decisions?
22. Explain in detail the latest trends in modern marketing.

(2 × 15 = 30 marks)