

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION DECEMBER 2018
(First Semester)

Branch - **CORPORATE SECRETARYSHIP**

CORPORATE ADMINISTRATION

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer ALL questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 Define Management.
- 2 State the five M's of management.
- 3 What is decision making?
- 4 What are the elements of Planning?
- 5 Give five principle of organisation.
- 6 What are incentives?
- 7 What do you mean by Unity of Comrrfimd?
- 8 What is Control?
- 9 Define Motivation,
- 10 What is Change Management?

SECTION - B (25 Marks)

Answer ALL Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Discuss the importance of Management.
OR
b What are the different levels of management? Explain.
- 12 a What are the advantages and limitations of planning?
OR
b Define delegation of authority. What are the difficulties involved in delegation of authority?
- 13 a Define Motivation. State the different types of motivation.
OR
b What are the principles of directing?
- 14 a What is coordination? Discuss the scope and need of coordination.
OR
b What are the steps involved in the process of Controlling?
- 15 a What are the sources of risk? How do you measure the risks in an organisation?
OR
b What is Crisis management? Discuss the concept of crisis management.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Who is the father of scientific management? Discuss the contributions made by him to the scientific management.
- 17 Explain the steps in a planning process.
- 18 Define leader,ship style. Explain the different styles of leadership.
- 19 Define coordination. Explain the techniques of achieving effective coordination.
- 20 Draw a model of change process in an organisation.