

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom (CS) DEGREE EXAMINATION MAY 2019
(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 Is management a profession?
- 2 Discuss management as a process.
- 3 Define planning.
- 4 What is single-use plan?
- 5 What is an organisation?
- 6 Define directing.
- 7 State the difference between a leader and a manager.
- 8 Who is a leader?
- 9 Define Coordination.
- 10 What is TQM?

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- 11 a Is Management a science or an art? Explain.
OR
b What are the functions of management?
- 12 a Discuss the importance of planning.
OR
b Elucidate the differences between formal and informal organisation.
- 13 a Explain the important elements in the process of planning.
OR
b What are the qualities of a good leader?
- 14 a What are the principles of Coordination?
OR
b Explain the process of Control.
- 15 a What do you mean by change management? What are the problems faced by an organisation while adopting changes in an organisation?
OR
b What is risk management? What are the features of risk management.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Discuss the contributions made by Fayol in the modern concept of management.
- 17 Describe line and staff organisation. Why is staff organisation considered better than the line organisation?
- 18 Explain in detail the Maslow's theory of motivation.
- 19 Define control. What are the steps involved in the process of control?
- 20 Define TQM. What are the three strategies of TQM? How is it implemented?