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CMS 401

I Semester M.Com. Degree Examination, December 2018
(Choice-Based Credit System) (CBCS)
COMMERCE
Management Theory and Practice

Time : 3 Hours

Max. Marks : 70

SECTION – A

Note : Answer **any four** questions out of **seven**, **each** question carries **ten** marks,
answer to **each** question should **not** exceed **4** pages. **(10×4=40)**

1. Discuss various styles of leadership. Do you think categorization of leadership styles into water-tight compartments is possible ?
2. What changes in employment relationships are likely to occur as population ages ?
3. Define key success factors and their importance in industry analysis ? How are they different from strategic factors ?
4. Why do you think that job analysis and TQM are inconsistent ?
5. Give a detailed account on new strategies adopted by Indian organisations in the internet economy.
6. What is SWOT analysis ? Explain the concept and need for corporate restructuring.
7. Why Japan is known for the quality ? Explain the contribution of different Gurus to total quality management.

P.T.O.



SECTION – B

Note : Answer **any two** questions out of **three**, **each** question carries **fifteen** marks, answer to **each** question should **not** exceed **7** pages. **(15×2=30)**

8. Differentiate between behavioural approach and scientific approach to management. Which approach do you think is more suitable in the current conditions ?
 9. Benchmarking can provide a company with a continuous and competitive advantage if it is used effectively.
 - a) Describe various types of benchmarking
 - b) Highlight the advantages of benchmarking.
 10. The primary purpose of performance measurement is to measure how well an organization or department is accomplishing its mission, goals and objectives. Describe the steps to be followed in the implementation of a performance measurement system in an organization.
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