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CBE 501

**Third Semester M.Com. (IB) Degree Examination, December 2018
(CBCS)
COMMERCE
International Business
Management Challenges and Practices (Open Elective)**

Time : 3 Hours

Max. Marks : 70

SECTION – A

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

1. What is management ? Explain its various process.
2. Define planning and identify the planning process.
3. What is delegation of authority and differentiate between authority and responsibility ?
4. How to controll the organisation and identify its process.
5. What is market segmentation and explain its various dimensions.
6. Explain the irrelevancy theory of dividend decision.
7. Write a brief note on 'Easternisation of management'.

SECTION – B

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

8. Define management and differentiate between classical and neo-classical school of thoughts.
 9. What do you mean by marketing management ? Explain its various elements and process.
 10. What is business environment ? Explain modern managers and their internal and external environment of business.
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