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F – 4833

Reg. No. :

Name :

First Semester M.Com. Degree Examination, February 2019
Paper – I : CO 211 : CONTEMPORARY MANAGEMENT CONCEPTS AND
THOUGHT
(2014 Admission – 2017 Admission)

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **all** questions. **Each** question carries **2** marks.

1. What is the nature of motivation ?
2. What is the significance of Modern Marketing ?
3. Explain charismatic leadership.
4. What is authoritarian leadership style ?
5. Explain the term Stress and Job Burnout.
6. Explain the term managing diversity.
7. Define Tele marketing.
8. What is marketing intelligence ?
9. What are the objectives of Financial Management ?
10. Explain the aim of finance function.

(10×2=20 Marks)

SECTION – B

Answer **any five** questions. **Each** question carries **5** marks.

11. What is globalization ? Explain the significance and concept of globalization.
12. Define the term Leadership. Explain the types of leadership.



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13. Describe the objectives and functions of Human Resource Management.
14. What are the key important elements in management information system ? Explain.
15. Describe the basic finance functions. How trade-off is possible between return and risk ?
16. What is Change management ? Explain the importance and need of change management.
17. What do you mean by e-marketing ? Explain the advantage and disadvantage of e-marketing.
18. Explain the various steps involved in HR planning. **(5×5=25 Marks)**

SECTION – C

Answer **any two** questions. **Each** question carries **15** marks.

19. Explain human resource management and how it relates to the management process.
 20. Define the term Stress. Explain the causes and effect of work stress.
 21. How and why should an individual plan his career ? What factors will be taken into consideration in individual career planning ?
 22. The horizon of financial management has changed substantial in scope and complicity over the year. Justify the statement. **(2×15=30 Marks)**
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