

M.Com. DEGREE EXAMINATION, JANUARY - 2015
PART I - PREVIOUS
Paper : I - MANAGEMENT AND ORGANISATIONAL BEHAVIOUR
(DDE Students)
(w.e.f. 2006-2007)

Time : Hours

Max. Marks :

SECTION - A

Answer any Four questions. Each question carries 5 marks.

Answer All question at one place.

(Marks:4×5=20)

1. a) Managerial Grid
- b) Bench Marking
- c) Committee
- d) Negotiation
- e) Cultural Conflict
- f) Reasons for stress
- g) TQM
- h) Sensitivity Training

M.Com DEGREE EXAMINATION, JANUARY - 2015
PART I - PREVIOUS
PAPER-II : BUSINESS ENVIRONMENT AND STRATEGY
(DDE Students)
(W.E.F 2006-2007)

Time : Hours

Max. Marks : ..

SECTION - A

Answer any FOUR of the following questions Each question carries 5 marks.

Answer ALL questions at one place

(Marks : $4 \times 5 = 20$)

- 1) a) Micro environment
- b) Multi National Company
- c) Foreign Trade
- d) Routes to privatization
- e) Goals and Objectives
- f) Strategic Analysis
- g) Structural implementation
- h) Purpose of strategic control

M.Com. DEGREE EXAMINATION, JANUARY - 2015
PART I-PREVIOUS
PAPER - III : MANAGERIAL ECONOMICS
(DDE STUDENTS)
(w.e.f 2006-2007)

Time : Hours

Max. Marks :

Section-A

Answer any four of the following questions. Each question carries 5 marks.

Answer all questions at one place

(marks:4x5=20)

1. a) Macro economics
- b) Giffen's paradox
- c) Explicit cost
- d) Optimum firm
- e) Innovations
- f) Perfect market
- g) Price skimming
- h) Brand Ambassador