

Register Number :

Name of the Candidate :

**7 0 2 5**

**M.C.A. DEGREE EXAMINATION, 2012**

( FIFTH SEMESTER )

( PAPER - XXXII )

**542. MANAGEMENT CONCEPTS AND  
COMMUNICATION**

*( Including Lateral Entry )*

December ]

[ Time : 3 Hours

Maximum : 100 Marks

**SECTION – A** (8 × 5 = 40)

*Answer any EIGHT questions.*

*ALL questions carry EQUAL marks.*

1. Describe in detail about the features of planning.
2. Explain about management hierarchy.
3. Describe in detail about organization functions.

**Turn Over**

4. Differentiate between formal and informal organisations, on the basis of their origin and objectives.
  5. Explain in detail about the recruitment sources.
  6. Explain the qualities of leadership.
  7. Explain about the various steps in control process.
  8. Explain the importance of communication.
  9. Explain briefly lay outs of business letters.
  10. Explain about essential steps for conducting a meeting.
- SECTION – B**      (3 × 20 = 60)
- Answer any THREE questions.  
ALL questions carry EQUAL marks.*
11. Explain the features, functions and importance of management.
  12. Explain the basic types of departmentation and importance of departmentation.

13. Explain in detail about various stages in selection procedures.
14. Discuss about process of communication and communication types.
15. Explain in detail the different types of oral communication.