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B.B.A (CBCS) DEGREE EXAMINATION,
NOVEMBER 2012.

Third Semester

Business Administration — Main

PRINCIPLES OF MANAGEMENT

(For those who joined in July 2008 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. MBO is the major contribution of _____.
(a) Henry fayol (b) Peter drucker
(c) F.W.Taylor (d) Elton mayo
2. Father of scientific management _____.
(a) None (b) Mary parker follet
(c) Peter drucker (d) Henry fayol

3. Which principle is basic for mgrial theory of decision-making?
(a) Law of diminishing marginal utility
(b) Principle of law of diminishing factors
(c) Law of demand
(d) Law of supply
4. What is the other name for programmed decision?
(a) Basic decision (b) Routine decision
(c) Internal decision (d) external decision
5. _____ is formed on the basis of friendship, mutual understanding and relationship?
(a) Formal organisation
(b) Friendship organisation
(c) Informal organization
(d) Mutual organisation
6. _____ is the right to give orders and the power to extract obedience.
(a) Authority (b) Responsibility
(c) Esprit de corps (d) Decision-making

7. _____ is the process by which management determines how an organization should move from its current.
- (a) Planning (b) Manpower planning
(c) Forecasting (d) managerial planning
8. The process of introduction and orientation is referred to as _____.
- (a) Introduction (b) Organisation
(c) Induction (d) None of the above
9. _____ leader is one who does not lead but is led by his followers.
- (a) An intellectual leader
(b) A creative leader
(c) A democratic leader
(d) Autocratic
10. Under _____ style, a manager gives complete freedom to his subordinates.
- (a) Autocratic (b) Democratic
(c) Free-rein (d) None of the above

PART B — (5 × 5 = 25 marks)

Answer ALL questions choosing either (a) or (b).

11. (a) Explain the different levels of management.
Or
(b) Discuss in brief the nature of management.
12. (a) What is business forecasting? Explain its need and limitations.
Or
(b) Explain the importance of forecasting.
13. (a) What is meant by unity of command?
Or
(b) Explain line organisation.
14. (a) Distinguish between training and development.
Or
(b) Explain the importance of motivation.
15. (a) What are the objectives of controlling?
Or
(b) State the basic requirements of good controlling.

PART C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).

16. (a) What are the contributions of Henry Fayol for management thought?

Or

- (b) Explain the process of MBO.

17. (a) What are the different types of decision?

Or

- (b) What are the different steps in decision-making?

18. (a) What are the functions of staff officers?

Or

- (b) What are the advantages and disadvantages of formal organization?

19. (a) Write a brief note on:

- (i) Job analysis
- (ii) Job description
- (iii) Job specification

Or

- (b) Briefly explain the more common methods of training.

20. (a) Explain the concept of dual theory of motivation.

Or

- (b) Explain Maslow's hierarchy theory of motivation.
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