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Reg. No. :

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B.B.A. DEGREE EXAMINATION, NOVEMBER 2010.

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. Decision making authority is vested in the hands of _____
(a) Employees (b) Middle level
(c) Top level (d) All the above
2. POSDCORD denote
(a) the functions of management
(b) the approaches of management
(c) the importance of management
(d) the characteristics of management

3. Planning is _____

- (a) An intellectual process
- (b) Idle process
- (c) Immater
- (d) Unimportantial

4. Planning is looking into the _____

- (a) Future (b) Present
- (c) Fast (d) None of the above

5. In _____ the work is divided according to specific fucntions

- (a) Project organization
- (b) Functional organization
- (c) Matrix organization
- (d) Committee organization

6. _____ is a peacemaker of the organization

- (a) Disciplinarian (b) Route clerk
- (c) Gang boss (d) Speed boss

7. _____ is a written record of the duties , responsibilities and requirements of a particular job?

- (a) Job analysis (b) Job specification
(c) Job description (d) Job design

8. _____ is the same as human resources management functions in an organization.

- (a) Staffing (b) Planning
(c) Organisation (d) All the above

9. Controlling is _____ process.

- (a) Continuous (b) Co-ordination
(c) Decision-making (d) Delegation

10. A _____ budget has a detailed planning of the entries business.

- (a) Sales budget (b) Cash budget
(c) Production budget (d) Master budget

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 are the methods of planning?

Or

(b) What are different types of planning?

13. (a) What are the advantages and disadvantages of decentralisation?

Or

(b) Differentiate between centralisation and decentralisation.

14. (a) What is meant by motivation?

Or

(b) What are the types of motivation?

15. (a) Explain zerobase budgeting.

Or

- (b) What is PERT?

PART C — (5 × 8 = 40 marks)

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

16. (a) Explain the qualities of a manager.

Or

- (b) What are the important functions of management?

17. (a) Define planning enumerate the various components of planning.

Or

- (b) Explain the different classification of planning premises.

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

Or

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

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19. (a) Explain the methods for appraising performance.

Or

- (b) Explain the steps involved in manpower planning.

20. (a) "Planning is an empty exercise without control" comment.

Or

- (b) Explain the control techniques.
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