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**Reg. No. : .....**

**Code No. : 22464 E      Sub. Code : SMBA 31**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2020.

Third Semester

Business Administration — Main

PRINCIPLES OF MANAGEMENT

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. It is the process of influencing for the purpose of achieving shared goals.  
(a) Management                      (b) Friendship  
(c) Leadership                      (d) Authority
2. \_\_\_\_\_ is the 'Father of Scientific Management'.  
(a) Henry L. Gantt                      (b) Henri Fayol  
(c) Elton Mayo                      (d) F.W. Taylor

3. The first and foremost function of management is \_\_\_\_\_.
- (a) Planning                      (b) Organising  
(c) Controlling                  (d) Co-ordinating
4. These are general statements or understandings that guide managers' thinking in decision making.
- (a) Strategies                      (b) Policies  
(c) Instructions                  (d) Norms
5. Under this organisation, there is a group of experts for advice and guidance in business planning and execution.
- (a) Line                              (b) Functional  
(c) Line and Staff              (d) Committee
6. The term span of management is also known as \_\_\_\_\_.
- (a) Span of business      (b) Span of control  
(c) Span of activity      (d) Span of planning

7. Communication that flow from superior to subordinates is \_\_\_\_\_
- (a) Downward communication
  - (b) Upward communication
  - (c) Horizontal communication
  - (d) Informal communication
8. A manager resolving conflict among organizational members performs the following function.
- (a) Controlling                      (b) Commanding
  - (c) Directing                        (d) Leading
9. The extent to which power and authority are retained at the top is called as \_\_\_\_\_.
- (a) Centralization                  (b) Decentralization
  - (c) Responsibility                  (d) Accountability
10. The delegation of authority flows
- (a) Downward                        (b) Upward
  - (c) Horizontal                        (d) No flow at all

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Write down the important functions of management.

Or

- (b) “Managing Practice is an Art”. Discuss.

12. (a) What are the important characteristics of planning?

Or

- (b) Write down the process of decision making.

13. (a) Write down the principles of organizing.

Or

- (b) What are the factors that decide the span of management?

14. (a) Write down the importance of effective direction.

Or

- (b) What are the requirements for the effective Control?

15. (a) What are the various steps in controlling?

Or

- (b) Write down the advantages of delegation.

PART C — ( $5 \times 8 = 40$  marks)

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

Each answer should not exceed 600 words.

16. (a) Discuss management as a system bringing out its basic features as such.

Or

- (b) Explain the main elements of Taylor's Scientific Management.

17. (a) Explain the major steps in the planning process.

Or

- (b) Explain the various techniques of forecasting.

18. (a) Discuss the different forms of organizational structure.

Or

- (b) Explain the factors to be considered while designing a suitable departmentation.

19. (a) Discuss the principles and techniques of directing.

Or

- (b) Explain the guidelines for ensuring effective communication.

20. (a) Discuss the characteristics of an ideal control system.

Or

- (b) Explain the merits and demerits of decentralization.
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