

(6 pages)

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B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2017.

Third Semester

Business Administration – Main

PRINCIPLES OF MANAGEMENT

(For those who joined in July 2016 onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 1 = 10 marks)

Answer ALL questions.

Each question carries 1 mark.

Choose the correct answer.

1. This principle denotes the well known rule that 'Union is Strength'
(a) Esprit de corps
(b) Equity
(c) Scalar chain
(d) Discipline

2. _____ is the 'Father of Scientific Management'.

(a) Henry L. Gantt (b) Henri Fayol
(c) Elton Mayo (d) F.W. Taylor

3. Strategic planning differs from operational planning as strategic planning focuses on

(a) Future course of action
(b) Long-term perspective
(c) Short-term perspective
(d) Single-use plans

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 a line

(a) Line (b) Functional
(c) Staff (d) Committee

6. Which one of these can be delegated?

(a) Power (b) Authority
(c) Responsibility (d) Accountability



7. In staffing function, which one of the following group of managers are involved?
- One top management
 - Only middle managers
 - Only personnel managers
 - All managers
8. For which group of persons is vestibule training appropriate?
- Top management
 - Operatives
 - Middle management
 - Supervisors
9. Directing function includes
- Leadership
 - Communication
 - Motivation
 - All of the above
10. Motivation includes _____.
- Job Enrichment
 - Job Enlargement
 - Job Rotation
 - All of these

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SECTION B – (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b) in 250 words.

11. (a) "Management is an Art." – Discuss.

Or

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

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

Or

- (b) What are the various types of managerial decisions?

13. (a) Write down the importance of organization.

Or

- (b) What are the different types of delegation?

14. (a) What precautions should be taken to make selection tests more effective?

Or

- (b) What are the different methods of training?

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15. (a) Write down the types of communication in an organization.

Or

- (b) What are the qualities of a leader?

SECTION C – (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b) in 600 words.

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

Or

- (b) Explain in brief about the functions of Management.

17. (a) Discuss the types of planning in a business organization.

Or

- (b) Discuss the steps involved in the decision making.

18. (a) Discuss the different forms of organisation.

Or

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

19. (a) Discuss the major procedures followed in selection of an employees.

Or

- (b) Explain the needs and importance of training.

20. (a) Discuss the characteristics and importance of controlling.

Or

- (b) Discuss in detail the various types of leaders in an organization.

