

(6 pages)

Reg. No. :

**Code No. : 12442 E Sub. Code : CMBA 11/
CMSL 11**

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2021

First Semester

Business Administration/Shipping and Logistics
Management – Main

PRINCIPLES OF MANAGEMENT

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — ($10 \times 1 = 10$ marks)

Answer ALL questions.

Choose the correct answer :

1. Who is the father of scientific management?
 - (a) Peter. F. Drucker
 - (b) F. W. Taylor
 - (c) Max Weber
 - (d) Gilbert

2. Planning of day-to -day work is a function of _____ level management.
- (a) Lower (b) top
(c) middle (d) medium
3. Which one of the following is not an objective of planning?
- (a) Reducing uncertainty
(b) Reducing competition
(c) Economy in operation
(d) None of these
4. _____ is the process of selecting one alternative among a number of alternatives.
- (a) Forecasting
(b) Delegation
(c) Decision making
(d) Selection
5. _____ means the process by which similar activities of the business are grouped into single units.
- (a) Directing
(b) Departmentation
(c) Span of control
(d) Controlling

6. In which of the following type of training, a person is given jobs in various sections of the organization?
- (a) Special project
 - (b) On specific job
 - (c) Apprenticeship
 - (d) Job rotation
7. From the following types of motivation identify the one which is available only after the completion of a job.
- (a) Extrinsic
 - (b) Negative
 - (c) Positive
 - (d) Intrinsic
8. The capacity of an individual to influence the behaviour of another individual is called as _____.
- (a) Motivation
 - (b) Co-ordination
 - (c) Direction
 - (d) Leadership
9. If there is any deviation from the plan and the actual performance, then it is addressed by _____ function of management.
- (a) Controlling
 - (b) Staffing
 - (c) Directing
 - (d) Reporting

10. Providing information about serious wrongdoing that you have come across at your workplace refers to _____
- (a) Communication
 - (b) Planning
 - (c) Staffing
 - (d) Reporting

PART B — ($5 \times 5 = 25$ marks)

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

Each answer should not exceed 250 words.

11. (a) Explain the role of a manager.
- Or
- (b) What are the findings of Hawthorne experiment?
12. (a) Discuss the merits of planning.
- Or
- (b) What are the factors influencing policy making?
13. (a) What are the functions of an Organization
- Or
- (b) Explain the merits of de-centralization.

14. (a) Write a note on the scope of job enlargement.

Or

(b) What are the objectives of communication?

15. (a) Explain the characteristics of budgetary control.

Or

(b) Discuss the purpose of reporting in management.

PART C — ($5 \times 8 = 40$ marks)

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

Each answer should not exceed 600 words.

16. (a) Is management a science or an art? Discuss.

Or

(b) Describe the importance of management.

17. (a) Explain the importance of setting objectives.

Or

(b) How do you classify planning premises?

18. (a) Discuss the advantages of delegation.

Or

(b) Describe the significance of training.

19. (a) Explain the importance of Motivation.

Or

(b) Discuss the different theories of leadership.

20. (a) Explain the productivity problems in management.

Or

(b) What are the assumptions of direct control in management?
