

(6 pages)

Reg. No. :

Code No. : 5648

Sub. Code : ZBAM 11

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

First Semester

Business Administration – Core

PRINCIPLES OF MANAGEMENT AND BUSINESS
ETHICS

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. One Head One Plan is the principle of
- (a) Division of work (b) Discipline
- (c) Unity of Direction (d) Unity of command

2. The process of filling all position in an organisation is
- (a) Directing (b) Staffing
- (c) Planning (d) Controlling
3. The premises which can be quantified is
- (a) External premises (b) Jangible premises
- (c) Controllable (d) Uncountable
4. A historical series of data which is decomposed into trend, seasonal, cyclical variations is
- (a) Time services analysis
- (b) Extrapolation
- (c) Regression Analysis
- (d) Econometric Models
5. The decisions which involve long-term commitments of large investment.
- (a) Strategic (b) Routines
- (c) Programmed (d) Organisational
6. Grouping of similar activities is
- (a) Structure (b) Departmentation
- (c) Span of control (d) Decision making

Page 2

Code No. : 5648



7. The communication between people who are neither in the same department nor on the same level of organisation structures.
- (a) Informal (b) Upward
(c) Downward (d) Diagonal
8. An analysis which has inter-relationships between cost of production, volume of production and profits is
- (a) BEA
(b) Budgeting
(c) Management Auditing
(d) Survey feedback
9. The thing which is accurate, adequate and timely disclosure of relevant information is
- (a) Transparency (b) Accountability
(c) Globalisation (d) Merit-Bases
10. The long-term plan which has been chosen deliberately and consciously after a thorough analysis of Internal and External Environment is
- (a) Shared values (b) Strategy
(c) Structure (d) System

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) "Management is regarded as an art by someone, science by other" – In the light of this statement. Justify your reasons with valid explanation.

Or

- (b) Various roles demand that managers have a variety of skills – Evaluate the statement.

12. (a) "Planning is a rational activity" – Evaluate and explain various types of plans.

Or

- (b) Evaluate the process of Decision making.

13. (a) Formal and informal organisations are not two different forms but dimensions of same organisation – Bring out clearly the difference between two.

Or

- (b) How does delegation take place in an organisation?



14. (a) Make a critical study of Maslow's Theory.

Or

- (b) Analyse Mc Gregor's Theory X and Theory Y.

15. (a) Explain the process of Total Quality Management.

Or

- (b) Explain the benefits of Code of Ethics.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) A manager plans, organises, staffs, directs and control – discuss.

Or

- (b) Explain the various levels of management.

17. (a) Explain the process of MBO?

Or

- (b) How the forecasting techniques is classified?

Page 5

Code No. : 5648

18. (a) Analyze the factors influencing span of control.

Or

- (b) Explain the causes of line and staff conflict.

19. (a) Evaluate the techniques of controlling.

Or

- (b) Assess the channels of communication.

20. (a) Weigh the Corporate Social Responsibility on the point of stakeholders.

Or

- (b) Recommend SEBI code of Corporate Governance.

Page 6

Code No. : 5648

