

(6 pages)

Reg. No. :

Code No. : 22456 E Sub. Code : SMBA 31

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2019.

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 questions.

Choose the correct answer :

1. The process of planning, organizing, coordinating, directing and controlling the activities of others is called.
(a) Administration
(b) Leadership
(c) Friendship
(d) Management

2. The concept of scientific management was given by
(a) Frederick Taylor
(b) Henry Fayol
(c) Elton Mayo
(d) Peter Drucker
3. It spells out specific required actions or non-actions, allowing no discretion.
(a) Rules (b) Norms
(c) Planning (d) Strategies
4. It provides unified criteria for managers in their function of decision making.
(a) Objective (b) Rule
(c) Policy (d) Strategy
5. In this type of organization, the whole work of the organization should be divided into various departments.
(a) Line (b) Functional
(c) Line and Staff (d) Committee

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6. The number of subordinates that report directly to a single supervisor is
 - (a) Span of supervision
 - (b) Span of activity
 - (c) Span of business
 - (d) Span of organizing
7. It is the most important feature of effective communication system.
 - (a) Feedback (b) Directing
 - (c) Leading (d) Controlling
8. Directing function includes
 - (a) Leadership (b) Communication
 - (c) Motivation (d) All of the above
9. The integration of objectives and activities of an organization is
 - (a) Control (b) Co-ordination
 - (c) Planning (d) Organizing
10. Which one of these can be delegated?
 - (a) Power (b) Authority
 - (c) Responsibility (d) Accountability

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PART B — (5 × 5 = 25 marks)

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

Answer should not exceed 250 words.

11. (a) Write down the nature of modern management.

Or

- (b) "Managing Practice is a Science." — Discuss.

12. (a) How is planning made effective?

Or

- (b) What are the various techniques of forecasting?

13. (a) What are the important steps in the process of organization?

Or

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

14. (a) What are the principles of directing?

Or

- (b) What are the essentials of the effective Control?

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15. (a) Describe the various types of co-ordination.

Or

- (b) Write down the advantages of delegation.

PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words.

16. (a) Distinguish between administration and management.

Or

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

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

Or

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

18. (a) Explain about the line and staff organization.

Or

- (b) Discuss the concept of functional departmentation.

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19. (a) Discuss the various techniques of directing.

Or

- (b) Explain the different methods of communication used in an organization.

20. (a) Explain the techniques of effective co-ordination.

Or

- (b) What is delegation? Point out the factors that affect delegation of authority.
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