

(6 pages)

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B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2013.

Third Semester

Business Administration — Main

PRINCIPLES OF MANAGEMENT

(For those who joined in July 2012 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer.

1. Who said 'Management means decision making'?
- (a) Henry Fayol (b) Ross Moore
(c) Drucker (d) None of these

2. _____ is considered as a pioneer of management thought in the field of "Human relations".
- (a) Gilbreth
(b) Mary Parker Follett
(c) Robert Owen
(d) Henry Fayol
3. A mere prediction of what is likely to happen in future is _____.
- (a) planning (b) organising
(c) forecasting (d) controlling
4. Which of the following is an example of single use plan?
- (a) Policies (b) Budget
(c) strategies (d) Procedures
5. Diagrammatic representation of organization structure is known as _____.
- (a) Organizational chart
(b) Pie chart
(c) Venn diagram
(d) Bar chart

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6. The number of sub ordinates a manager can effectively manage is referred to _____.
 (a) span of management
 (b) span of supervision
 (c) span of control
 (d) all the above
7. A proficiency test is conducted to measure a person's _____ to do a job.
 (a) aptitude (b) intelligence
 (c) skill (d) personality
8. _____ training refers to training given to an employee in the place where he is employed.
 (a) On the job (b) Off the job
 (c) Role playing (d) Conference
9. Process of inducing the employees to perform well refers to _____.
 (a) supervision (b) delegation
 (c) motivation (d) communication
10. If planning is looking ahead, controlling is looking _____.
 (a) back (b) above
 (c) below (d) straight

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PART B — (5 × 5 = 25 marks)

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

11. (a) List out the functions of management.
 Or
 (b) Briefly examine the contributions of F.W. Taylor.
12. (a) What is the importance of planning?
 Or
 (b) Distinguish between forecasting and planning.
13. (a) Explain the 'Scalar principle'.
 Or
 (b) What are the sources of authority?
14. (a) List out the different types of interview.
 Or
 (b) What are the essential characteristics of a good training programme?
15. (a) What are the barriers of communication?
 Or
 (b) Explain the steps in a control process.

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 [P.T.O.]



PART C — (5 × 8 = 40 marks)

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

16. (a) Enumerate the role and nature of management in the present society.

Or

- (b) Explain the various stages of the Hawthorne experiments conducted by Elton Mayo and his team.

17. (a) Discuss the different kinds of planning.

Or

- (b) Explain the various steps involved in the process of decision making.

18. (a) Describe the principles and steps that constitute the organising process.

Or

- (b) Explain the Maslow's hierarchy of needs.

19. (a) Explain in detail various external sources of recruitment.

Or

- (b) What are the different types of training given to employees?

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20. (a) List out the principles of effective directing.

Or

- (b) Distinguish between Theory 'X' and Theory 'Y'.
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