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B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2016.

Third Semester

Business Administration – Main

PRINCIPLES OF MANAGEMENT

(For those who joined in July 2012-2015)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. The principles of Scientific Management were more concerned with the problems at the \_\_\_\_\_ levels.
- (a) Higher levels                      (b) Middle  
(c) Operating                          (d) None

2. According to \_\_\_\_\_ principle, each group of activities with the same objective must have one head and one plan
- (a) Unity of Direction      (b) Unity of command  
(c) Either of these          (d) None
3. Authority and responsibility are \_\_\_\_\_ to each other
- (a) Supplementary          (b) Complementary  
(c) Contradictory              (d) None
4. \_\_\_\_\_ are certain assumptions about the future on the basis of which the plan will be formulated.
- (a) Programmes                  (b) Planning premises  
(c) Planning issues              (d) Procedures
5. \_\_\_\_\_ refers to the maximum number of subordinates a superior can effectively manage.
- (a) Scalar chain                  (b) Unity of direction  
(c) Accountability                (d) Span of control
6. Decentralization is
- (a) Compulsory                  (b) Optional  
(c) None of these                (d) Both (a) and (b)





7. Face-to-face oral examination of a candidate is called
- (a) Interview
  - (b) Communication
  - (c) Group discussion
  - (d) Order
8. The process of finding suitable candidates for appointment is what is called
- (a) Recruitment                      (b) Selection
  - (c) Training                          (d) Motivating
9. Ineffective communication is the fault of the \_\_\_\_\_.
- (a) Receiver                          (b) Sender
  - (c) Encoding                          (d) Decoding
10. Which one of the following does not fall into Maslow's Need Hierarchy Theory?
- (a) Psychological needs
  - (b) Safety needs
  - (c) Social needs
  - (d) Religious needs

PART B — (5 × 5 = 25 marks)

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

Answer should not exceed 250 words.

11. (a) Explain the characteristics of management.

Or

- (b) Show how is the art and science of management related?

12. (a) "Planning is a sort of bridge between the present and the future"— Comment.

Or

- (b) Discuss the nature of decision making.

13. (a) Draw a chart of a line organization and point out its merits.

Or

- (b) What are the different bases of departmentation?

14. (a) Detail the various methods of performance appraisal.

Or

- (b) How will you organize a manpower planning?





15. (a) Explain the types of motivation briefly.

Or

- (b) What is controlling? Explain its elements.

PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words.

16. (a) Discuss the functions of modern management.

Or

- (b) Give a brief account of Hawthorne Experiment making for the emergence of human relations approach.

17. (a) Explain the major steps in the planning process. Are same steps involved in all types of planning processes? – Comment.

Or

- (b) What is decision making? Enumerate the different types of decisions.

18. (a) Point out the merits and demerits of different types of organization.

Or

- (b) Explain the concept of span of management.

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19. (a) Explain the various sources of recruitment.

Or

- (b) State the various stages in selection.

20. (a) State and explain the various leadership styles.

Or

- (b) Describe Modern Control devices.
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