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B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2015.

Third Semester

Business Administration – Main

PRINCIPLES OF MANAGEMENT

(For those who joined in July 2012 and afterwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 1 = 10 marks)

Answer ALL questions.

Each question carries 1 mark.

Choose the correct answer :

1. Which one of the following approaches is adopted in studying management?
- (a) Profession (b) Process
(c) Science (d) Art

2. That each employee must receive orders from and be responsible only to one supervisor is known as
- (a) Discipline (b) Unity of Command
(c) Unity of direction (d) Division of work
3. Strategic planning differs from operational planning as strategic planning focuses on
- (a) Future course of action
(b) Long-term perspective
(c) Short-term perspective
(d) Single-use plans
4. It may be defined as a conscious choice among alternative courses of action
- (a) Objective (b) Rule
(c) Policy (d) Decision
5. In this type of organization, the authority flows vertically from the top management to the lowest subordinate
- (a) Line (b) Functional
(c) Line and Staff (d) Committee
6. Which one of these can be delegated?
- (a) Power (b) Authority
(c) Responsibility (d) Accountability



7. Recruitment is widely viewed as a _____ process

- (a) Positive
- (b) Negative
- (c) Both positive and negative
- (d) None of these

8. Time management is a part of

- (a) Simulation training
- (b) Transactional analysis
- (c) Self-development
- (d) Sensitivity training

9. Coordinating people and human resources to accomplish organizational goals is the process of

- (a) Planning (b) Directing
- (c) Management (d) Leadership

10. Motivation includes _____

- (a) Job Enrichment (b) Job Enlargement
- (c) Job Rotation (d) All of these

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b) in 250 words.

11. (a) What are the functions of management?

Or

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

12. (a) What are the limitations of Planning?

Or

(b) Write down the process of decision making.

13. (a) What are the characteristics of an organization?

Or

(b) What are the factors which determine the extent of decentralization?

14. (a) What are the sources of recruitment?

Or

(b) What are the procedure followed in the selection process?



15. (a) Write down the importance of effective direction.

Or

- (b) What are the different methods of motivating people at work?

SECTION C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b) in 600 words.

16. (a) What are the principles management? Explain.

Or

- (b) Explain the contribution made by Elton Mayo to management thought.

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

Or

- (b) Explain the various techniques of forecasting.

18. (a) Discuss the different basis of departmentation.

Or

- (b) Explain the merits and demerits of organising.

19. (a) What is manpower planning? What are the steps involved in preparing a manpower plan?

Or

- (b) Discuss various methods of performance evaluation and their effectiveness in evaluating different personnel.

20. (a) Discuss in detail the various types of leaders in an organization.

Or

- (b) Discuss the step in control.
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