

(6 pages)

Reg. No. :

Code No. : 22926 E Sub. Code : SMBA 31

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2018.

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. Which one of the following is a subsidiary function of management?
(a) Co-ordination (b) Innovation
(c) Motivation (d) Direction
2. Who conducted Hawthorne Experiments?
(a) Elton Mayo (b) Peter F. Drucker
(c) F.W. Taylor (d) Follet

3. Which one of the following is not an objective of planning?
(a) Reducing uncertainty
(b) Reducing competition
(c) Economy in operation
(d) Recruitment and selection
4. Objective plans are otherwise known as _____ plans.
(a) basic
(b) standing
(c) master
(d) long term
5. _____ theory of organization gives a two-way communication.
(a) neo-classical
(b) classical
(c) un-classical
(d) conditional
6. Which one of the following is not the benefit of an organisation?
(a) co-ordination (b) Job hopping
(c) team work (d) creativity

Page 2 Code No. : 22926 E



7. The practice of translating the message into suitable signs, symbols, etc. for the purpose of transmission is known as ———.

- (a) encoding
- (b) feedback
- (c) decoding
- (d) communication

8. When there is a deviation in the actual performance from the planned one, then ——— function of management takes care of such situation.

- (a) motivating
- (b) communication
- (c) controlling
- (d) staffing

9. ——— is the obligation of a sub-ordinate to his superior.

- (a) Authority (b) Responsibility
- (c) Delegation (d) Decision

10. Which of the following is a problem of delegation?

- (a) Superiors (b) Organisation
- (c) Sub-ordinates (d) All the above

Page 3 Code No. : 22926 E

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) What are the Levels of Management? Explain.

Or

(b) Discuss the techniques of Scientific Management.

12. (a) Explain the limitations of Planning.

Or

(b) What are the features of Decision Making?

13. (a) How do you classify an Organisation? Explain

Or

(b) What are the factors affecting the span of management?

14. (a) Discuss the principles of direction.

Or

(b) Explain the importance of control function.

Page 4 Code No. : 22926 E

[P.T.O.]



15. (a) What are the problems of co-ordination?

Or

- (b) What are the merits of 'Delegation of Authority'?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain the functions of management.

Or

- (b) What are the findings and criticisms of Hawthorne Experiment?

17. (a) Explain the different types of Forecasting Techniques.

Or

- (b) Describe the various steps involved in a Decision Making process.

18. (a) Discuss the principles of a successful organization.

Or

- (b) Explain the different methods of Departmentation.

Page 5 Code No. : 22926 E

19. (a) Describe the different types of communication.

Or

- (b) Explain the controlling techniques.

20. (a) Discuss the importance of co-ordination.

Or

- (b) What are the advantages and limitations of decentralization?

Page 6 Code No. : 22926 E

