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Reg. No. : .....

**Code No. : 21058 E      Sub. Code : FCBA11/  
FCSL11/FCAM11**

**B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2024**

**First Semester**

**Business Administration/Shipping and Logistics  
Management/Aviation Management – CORE**

**PRINCIPLES OF MANAGEMENT**

**(For those who joined in July 2024 onwards)**

**Time : Three hours**

**Maximum : 75 marks**

**PART A — (10 × 1 = 10 marks)**

**Answer ALL questions.**

**Choose the correct answer :**

1. Recognise the nature of the management process.
  - (a) Continuous
  - (b) Time-based
  - (c) Disjointed
  - (d) Procedural

2. The concept of scientific management was represented by.

- (a) Henry Fayol
- (b) Frederick Taylor
- (c) Elton Mayo
- (d) Peter Drucker

3. Identify the major elements of the planning process.

- (a) Leadership qualities
- (b) Selecting the right personnel
- (c) Organisation structure
- (d) Perception of alternatives

4. State which of the following is not a programmed decision.

- (a) Promotion decision
- (b) Demotion decision
- (c) Setting sales quota
- (d) Launching a new product

5. List the one which can be delegated.

- (a) Authority                      (b) Responsibility
- (c) Accountability              (d) Power

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6. Locate the form in which the organisation chart cannot be presented.

- (a) Diagonal (b) Circular
- (c) Top-down (d) Left to right

7. Krishna as a Project Manager, is able to assess the true potential of his subordinates and constantly motivates them to realise their full potential. Identify the element of directing being described above.

- (a) Supervision
- (b) Communication
- (c) Motivation
- (d) Leadership

8. Select the one which is not a technique of coordination.

- (a) Leadership (b) Staff meeting
- (c) Committee (d) Conflict resolution

9. Indicate the statement which is true.

- (a) Planning provides a base for control
- (b) Planning is backward-looking
- (c) Planning and control are not related
- (d) Planning is just the reverse of control

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10. Quality circle is a group of \_\_\_\_\_.

- (a) supervisors
- (b) operatives
- (c) top management
- (d) management trainees

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Sketch the functions of management.

Or

(b) Illustrate the need for outsourcing.

12. (a) Outline the sources of policies.

Or

(b) List the major functions of objectives.

13. (a) Organise the principles of organisation.

Or

(b) Evaluate the importance of departmentation.

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14. (a) Explain the principles of direction.

Or

- (b) List the types of coordination.

15. (a) Interpret the importance of control.

Or

- (b) Prioritise the advantages of control.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Assess the contribution of Henry Fayol to management thought.

Or

- (b) Support the roles of a manager.

17. (a) Evaluate the nature of planning.

Or

- (b) Prepare the process of decision-making.

18. (a) Create the bases of departmentation.

Or

- (b) Develop the factors determining the degree of decentralisation.

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19. (a) Design the steps involved in the selection process.

Or

- (b) Support the principles of coordination.

20. (a) Conclude the essentials of the effective control system.

Or

- (b) Compile the control techniques.

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