



A. 26/26

Reg. No. :

Name :

First Semester B.B.A. Degree Examination, January 2013
Career Related First Degree Programme Under CBCSS
Group 2 (b)
Common For Core Course BM 1142 2010 Admission/Core Course
BM 1141 2011 Admission
PRINCIPLES OF MANAGEMENT

Time : 3 Hours

Max.Weightage : 30

SECTION – A

This Section consists of **four** bunches of **four** questions **each**. **Each** bunch carries a weight of **1**. Answer **all** questions.

I. Choose the most appropriate answer from the following.

- 1) The essence of management is
 - a) Co-operation
 - b) Control
 - c) Co-ordination
 - d) Planning
- 2) A plan expressed in numerical terms
 - a) Budget
 - b) Policy
 - c) Derivative plan
 - d) Strategy
- 3) Formal organisation is
 - a) Created by management
 - b) Result of social interaction
 - c) A friendly relation
 - d) Totally flexible
- 4) Responsibility moves
 - a) Downward
 - b) Horizontal
 - c) Upward
 - d) Diagonal



IV. Match the following.

A

B

13) Non-monetary benefit

1. Human Resource Management

14) Staffing

2. Grouping of activities

15) Controlling

3. Esteem needs

16) Departmentation

4. Looking back

(4×1=4 Weights)

SECTION – B

Write short answers to **any eight** questions in **one** or **two** sentences each. Each question carries a weightage of 1.

17) Define management.

18) State any two functions of middle level management.

19) What are standing plans ?

20) Define leadership.

21) What is performance appraisal ?

22) What is MBE ?

23) What are social needs ?

24) What do you mean by morale ?

25) What is scalar chain ?

26) Who is an effective manager ?

27) Define controlling.

28) Describe the term 'organisation structure'.

(8×1=8 Weights)



SECTION – C

Answer **any five** questions in **not** exceeding **one** paragraph **each**.
Each question carries a weightage of **2**.

- 29) Explain the nature of management.
- 30) Briefly explain the importance of planning.
- 31) Discuss the various types of decisions.
- 32) Define span of control. What are the factors influencing proper span of control ?
- 33) What is decentralisation ? State its importance.
- 34) Distinguish between management and leadership.
- 35) Explain the role of a manager.
- 36) What do you mean by 'Policy' and 'Rules' ? **(5×2=10 Weights)**

SECTION – D

Answer **any two** questions in **not** exceeding **four** pages **each**. Each question carries a weight of **4**.

- 37) "Planning without control is meaningless and control without planning is aimless".
Explain.
 - 38) Define motivation. Explain its importance in the modern organisations.
 - 39) Explain the importance and principles of direction. **(2×4=8 Weights)**
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