



Reg. No. : .....

Name : .....

**First Semester B.B.A. Degree Examination, December 2014**  
**(Career Related First Degree Programme Under CBCSS)**  
**Group 2(b)**  
**Core Course**  
**BM – 1141 : PRINCIPLES OF MANAGEMENT**  
**(2013 Admn.)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** word or **two** sentences. **Each** question carries 1 mark.

1. Why management is called a social science ?
2. Define Co-ordination.
3. What is Administration ?
4. What is Quality Circle ?
5. What are the social needs of an individual ?
6. What is free-rein leadership ?
7. What is unity of command ?
8. Define centralisation.
9. Who developed bureaucratic management theory ?
10. What is Forecasting ? (10×1=10 Marks)

SECTION – B

Answer **any eight** questions, **not** to exceed **one** paragraph. **Each** question carries 2 marks.

11. What are external premises ?
12. What is Territory Departmentation ?

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13. What is Scenario Planning ?
14. What do you mean by 'Subordination of individual interest to general interest' ?
15. State any two functions of middle level management.
16. What is contingency approach ?
17. What is Manpower planning ?
18. What is the concept of motivation theory 'Y' ?
19. What is grapevine communication ?
20. What is Democratic leadership ?
21. What is control by exception ?
22. Define line organisation. **(8×2=16 Marks)**

#### SECTION – C

Answer **any six** questions, **not** to exceed **120** words. **Each** question carries **4** marks.

23. Briefly explain the importance of Management to Society and Nation.
24. Explain the important concepts of Management.
25. Distinguish between programmed Decisions and Non-programmed Decisions.
26. What are the limitations of planning ?
27. Briefly discuss the decision-making process.
28. Explain the importance of MBE.
29. What are the elements of Direction ?
30. What is functional organisation ?
31. Explain wider span of management. **(6×4= 24 Marks)**



SECTION – D

Answer **any two** questions. **Each** question carries **15** marks.

32. Explain recent trends in Management.
  33. What is scientific management ? Discuss the principles and techniques of scientific management.
  34. Define planning. Explain the nature and purpose of planning.
  35. Define Performance Appraisal. Discuss the objectives and process of Performance Appraisal. **(2×15=30 Marks)**
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