



Reg. No. :

Name :

**First Semester B.B.A. Degree Examination, January 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 regarded as a profession ?
 2. Define planning.
 3. What is strategic decision ?
 4. What is span of management ?
 5. What is quality circle ?
 6. Define centralisation.
 7. What are informal organisations ?
 8. Define Direction.
 9. What is participative leadership ?
 10. What is scalar chain ?
- (10×1=10 Marks)**



SECTION – B

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

11. What is Budgetary control ?
12. Explain the concept of primacy of planning.
13. What is MBO ?
14. What is process departmentation ?
15. What do you mean by Hierarchy of objectives ?
16. What are the important staffing functions ?
17. What is Unity of Direction ?
18. Explain the concept of line and staff.
19. What are self-actualisation needs ?
20. What is performance appraisal ?
21. What is Delegation ?
22. How planning helps to increase organisational effectiveness ? **(8×2=16 Marks)**

SECTION – C

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

23. Evaluate the importance of management to organisations.
24. What are the objectives of scientific management ?
25. Explain the steps in planning.
26. What are the difficulties in Decision-Making ?
27. What are the characteristics of line organisations ?
28. Distinguish between Authority and Responsibility.



- 29. Explain the importance of MBE.
- 30. What are the elements of Direction ?
- 31. What are the limitations of controlling ?

(6×4=24 Marks)

SECTION – D

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

- 32. Explain the recent trends in management.
- 33. Explain the principles of management given by Henry Fayol.
- 34. "Planning is important because it contributes to success". Explain.
- 35. Explain line - staff conflict. What are the suggestions for improving line and staff relationships ?

(2×15=30 Marks)
