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B – 3180

Reg. No. :

Name :

First Semester B.B.A. Degree Examination, December 2016
(Career Related First Degree Programme Under CBCSS)
Core course
BM – 1141 : PRINCIPLES OF MANAGEMENT
(2013 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. Define planning.
2. What is effectiveness ?
3. What is strategy ?
4. What is discipline ?
5. What is business ethics ?
6. What is MBO ?
7. What is responsibility ?
8. What is delegation of authority ?
9. What is organization chart ?
10. What is direction ?

(10×1=10 Marks)

SECTION – B

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

11. What is motivation ?
12. What do you mean by induction ?

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13. What is performance appraisal ?
14. What is informal organisation ?
15. Explain job analysis.
16. What do you mean by professional competence ?
17. What is virtual organisation ?
18. What is vision ?
19. What is grievance ?
20. What is organisational analysis ?
21. What is co-ordination ?
22. What is human resource planning ?

(8×2=16 Marks)

SECTION – C

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

23. Explain the characteristic of quality managers.
24. Explain Hawthorne experiment.
25. Explain the nature of planning.
26. Discuss the Guidelines for making effective decision.
27. Explain the merits of Line organisation structure.
28. Why is co-ordination called as essence of management ?
29. Explain the factors affecting staffing.
30. Explain the role of training in an organisation.
31. Discuss the essence of performance appraisal.

(6×4=24 Marks)



SECTION – D

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

32. "Controlling is a fundamental function that ensures work accomplishment according to plans" analyse this statement and outline the various steps involved in control process.
 33. Explain the process of planning.
 34. Explain the importance of direction.
 35. Explain the principles of management given by Henry Fayol. **(2×15=30 Marks)**
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