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10064

Reg. No. :

Name :

**First Semester B.B.A. Degree Examination, January 2016
(Career Related First Degree Programme Under CBCSS)**

Core Course

**BM – 1141 : FUNDAMENTALS OF MANAGEMENT
(2015 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 management.
2. What is time study ?
3. What is planning ?
4. What is a strategy ?
5. Define organising.
6. What is departmentation by marketing channel ?
7. What is performance appraisal ?
8. What do you mean by leadership ?
9. Define directing.
10. What do you mean by management by exception ?

(10×1=10 Marks)

P.T.O.



SECTION – B

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

11. What is Middle Level Management ?
12. What is Formal Planning ?
13. What is Programmed Decisions ?
14. Explain objective plans.
15. What is principle of continuity ?
16. Explain job description.
17. What are the external sources of recruitment ?
18. Explain 'incentive wage system'.
19. What is off the job training ?
20. What is Grading Method of Performance Appraisal ?
21. What is conceptual skills ?
22. Define scientific management.

(8×2=16 Marks)

SECTION – C

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

23. Briefly explain the principles of scientific management.
24. Briefly explain the characteristics of planning.
25. Briefly explain functions of organising.
26. Briefly explain the factors affecting recruitment.
27. Briefly explain the selection procedure.
28. What do you mean by performance appraisal ? Briefly explain the advantages of performance appraisal.



29. Briefly explain the importance of leadership.
30. Explain the techniques of direction.
31. Explain the requirements of a good control system.

(6×4=24 Marks)

SECTION – D

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

32. What is controlling ? Explain the steps or process of controlling.
33. What is management ? Explain the features of management.
34. Explain the pattern and types of departmentation.
35. Explain the process of staffing.

(2×15=30 Marks)
