



Reg. No. :

Name :

First Semester B.B.A. Degree Examination, January 2016
(Career Related First Degree Programme Under CBCSS)
Core Course 2(b)
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. What is Esprit de corps ?
2. What is Leadership ?
3. What is Rule ?
4. What is programmed decisions ?
5. What is span of control ?
6. What is decentralisation ?
7. What is strategy ?
8. What is discipline ?
9. What is planning ?
10. What is effectiveness ?

(10×1=10 Marks)



SECTION – B

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

11. What is organisational analysis ?
12. What is a vision ?
13. Explain proactive planning.
14. What is co-ordination ?
15. What is virtual organisation ?
16. Explain performance appraisal.
17. What is motivation ?
18. What is job analysis ?
19. Discuss direction.
20. What is MBO ?
21. What is organisational chart ?
22. What is Grievance ?

(8×2= 16 Marks)

SECTION – C

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

23. Explain the nature of management.
24. Explain the importance of controlling.
25. Discuss the importance of performance appraisal.
26. Discuss about contingency approach.



27. Explain Hawthorne experiment.
28. Explain the guidelines for making effective decision.
29. Discuss the factors affecting staffing.
30. Explain the merits of line organisation structure.
31. Discuss the features of planning.

(6×4=24 Marks)

SECTION – D

Answer **any two** questions.

32. Explain the qualities of a good leader.
33. Discuss the advantages offered by training.
34. Explain the principles of management given by Henry Fayol.
35. Discuss the various methods adopted for performance appraisal.

(2×15=30 Marks)
