



Reg. No. :

Name :

First Semester B.B.A. Degree Examination, November 2018
(Career Related First Degree Programme Under CBCSS)
Group 2(b)
Core Course BM 1141 : FUNDAMENTALS OF MANAGEMENT
(2014, 15, 16 Admn.)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions. **Each** question carries 1 mark.

1. Define Scientific Management ?
2. What is MBO ?
3. What is an Organizational chart ?
4. What is Flexible Budget ?
5. What is Communication ?
6. What is Theory X ?
7. What do you mean by planning premise ?
8. What is strategy ?
9. What is informal organisation ?
10. What do you mean by directing ?

(10×1=10 Marks)

SECTION – B

Answer **any eight** questions. **Each** question carries 2 marks.

11. Name the different kinds of leadership styles.
12. What is Herzberg's two factor theory of motivation ?
13. Name the different techniques of control.
14. What is contingency approach ?
15. What is a committee form of organisation ?
16. What is unity of direction ?

P.T.O.



17. What is work study ?
18. What is strategic planning ?
19. What do you mean by business process reengineering ?
20. What is quantitative school approach of management ?
21. What is universality of management ?
22. What is benchmarking ?

(8×2=16 Marks)

SECTION – C

Answer **any six** questions. **Each** question carries **4** marks.

23. What are the roles played by a manager in an organisation ?
24. State the importance of HRM ?
25. Mention the importance of leadership ?
26. What are the advantages of performance appraisal ?
27. What are the difference between recruitment and selection ?
28. What are the advantages of planning ?
29. What are the factors influencing decentralisation ?
30. What are the different barriers of communication ?
31. Briefly explain the process of decision making ?

(6×4=24 Marks)

SECTION – D

Answer **any 2** questions. **Each** question carries **15** marks.

32. List the contributions of Henry Fayol towards Management ?
33. What are the elements of staffing ?
34. Explain briefly the steps involved in MBO.
35. Briefly describe the different schools of management thoughts.

(2×15=30 Marks)
