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D – 5202

Reg. No. : .....

Name : .....

**First Semester B.B.A. Degree Examination, February 2018**  
**Career Related First Degree Programme Under CBCSS**  
**Group 2(b)**  
**Core Course**  
**BM 1141 : FUNDAMENTALS OF MANAGEMENT**  
**(2014-2016 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 considered as a social science ?
2. What is directing ?
3. Define planning.
4. What is Benchmarking ?
5. What is scalar chain ?
6. What is formal organisation ?
7. What are Esteem needs ?
8. Define leadership.
9. What is performance appraisal ?
10. What is the central point of theory 'X' ? (10×1=10 Marks)

## SECTION – B

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

11. Distinguish between formal and informal communication.
12. What are the functions of lower level management ?
13. Explain differential piece rate system.
14. What is unity of command ?

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15. What are Hawthorne experiments ?
16. What are Policies ?
17. What is co-ordination ?
18. What is departmentation ?
19. What is narrow span of management ?
20. What is human resource planning?
21. What is free-rein leadership style ?
22. Explain status barriers of communication.

**(8×2=16 Marks)**

**SECTION – C**

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

23. Explain the steps in the process of control.
24. What are the acquired qualities of a good leader ?
25. Explain the importance of motivation.
26. Discuss the scope of direction.
27. What are the process of performance appraisal ?
28. What is centralisation ? Describe its benefits and limitations.
29. Explain the importance of informal organisation.
30. Explain the decision making process.
31. Explain the nature of management.

**(6×4=24 Marks)**

**SECTION – D**

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

32. What is MBO ? Explain the steps in MBO process. Also suggest the essentials for the success of an MBO programme.
33. What is management ? Explain the principles of management according to Henry Fayol.
34. Explain the system approach of management.
35. Define organising. Explain its importance. Also describe the various steps in organisation process.

**(2×15=30 Marks)**