

Reg. No. :

Name :

First Semester B.B.A. Degree Examination, November 2019

Career Related First Degree Programme Under CBCSS

Core course

BM 1141 : FUNDAMENTALS OF MANAGEMENT

(2014 - 16 Admissions)

Time : 3 Hours

Max. Marks : 80

PART – A

- I. Answer **all** questions in one or two sentences. Each question carries 1 marks.
1. Define Management.
 2. What do you mean by a Plan?
 3. What is Directing?
 4. What is Recruitment?
 5. Expand PERT.
 6. What do you mean by Procedures?
 7. What is Motivation?
 8. What do you mean by co-ordination?

P.T.O.

9. Explain span of control.
10. Define Communication.

(10 × 1 = 10 Marks)

PART – B

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

11. What do you mean by Scalar Chain?
12. What is decision making?
13. What do you mean by organising?
14. What is Delegation?
15. What do you mean by a Budget?
16. Explain Performance Appraisal.
17. What is strategic planning?
18. Explain MBO.
19. What do you mean by Controlling?
20. What is Policy?
21. What is Multiplicity of Objectives?
22. Explain Unity of Direction.

(8 × 2 = 16 Marks)

PART – C

- III. Answer **any six** questions. Each question carries 4 marks. Not to exceed 120 words.
23. State the importance of Management.
 24. Explain the levels of Management.
 25. "Planning is an Intellectual Process" Explain.
 26. State the different types of Delegation.
 27. Explain the elements of Direction.
 28. What are the steps in performance appraisal process?
 29. Explain any two Modern theories of Management.
 30. Explain the Process of MBO.
 31. Explain the functions of a manager.

(6 × 4 = 24 Marks)

PART – D

- IV. Answer **any two** questions. Each question carries 15 marks.
32. Explain the principles of Management.
 33. State the nature of Planning.
 34. Explain the different types of Decisions.
 35. What do you mean by Controlling? Explain the techniques of Control.

(2 × 15 = 30 Marks)