

E 4817

(Pages : 2)

Reg. No.....

Name.....

B.B.A./B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2012

First Semester

HISTORICAL PERSPECTIVES OF MANAGEMENT

(Common for B.B.A. and B.B.M.)

Time : Three Hours

Maximum Weight : 25

Part A

Answer all questions.

Each bunch of four questions carries a weight of 1.

Bunch I

1. _____ is known as father of Bureaucracy.
2. Organisations are _____ systems according to system approach.
3. In illumination instrument correlation of productivity with _____ was tested.
4. _____ refer to concentration of specialised activity in one department.

Bunch II

5. Give the meaning of democratic style of management.
6. What is meant by promotion mix ?
7. What does induction training refer to ?
8. _____ is known as father of modern management.

Bunch III

9. SWOT stands for.
10. _____ is an integrative philosophy of management for continuously improving the quality of products and process.
11. Name a management thinker who sought to improve industrial efficiency.
12. Define Management as an Art.

Bunch IV

13. _____ function is the essence of management.
14. _____ function is considered as base of all functions of management.
15. A manager is able to achieve target production of 10000 units but at a higher cost. Is he efficient or effective.
16. Informal or unofficial flow of communication is termed as _____.

(4 × 1 = 4)

Turn over

Part B

*Answer any five questions.
Each question carries a weight of 1.*

17. What is MBO ?
18. What is SWOT analysis ?
19. List any *four* TQM practices.
20. Distinguish between Goals and Objectives.
21. Define Management.
22. What is brainstorming ?
23. What is strategic planning ?
24. Give two importance of decentralization.

(5 × 1 = 5)

Part C

*Answer any four questions.
Each question carries a weight of 2.*

25. Explain following principles of scientific management :
 - (a) Science not rule of thumb.
 - (b) Co-operation not individualism.
26. Distinguish between Functional and Divisional organisational structure on basis of :
 - (a) Formation.
 - (b) Responsibility.
27. Explain method and rule as a type of management.
28. State four measures to overcome barriers of communication.
29. What is the importance of MIS ?
30. What are the contributions of Mary Parker Follett to management thought ?

(4 × 2 = 8)

Part D

*Answer any two questions.
Each question carries a weight of 4.*

31. What is POSDCORB ? Explain in detail.
32. Success of business largely depends on its management. Explain any *four* reasons to justify.
33. Explain in brief the findings of Hawthorne studies by Elton Mayo.

(2 × 4 = 8)