

E 4340

(Pages : 2)

Reg. No.....

Name.....

B.B.A./B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2016

First Semester

HISTORICAL PERSPECTIVE OF MANAGEMENT

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

[2013 Admission onwards]

Time : Three Hours

Maximum Marks : 80

Part A

Answer all questions.

Each question carries 1 mark.

1. What is TQM ?
2. What is job study ?
3. Why management is considered universal ?
4. What is gang plank ?
5. What are the levels of management ?
6. What is the relation between authority and responsibility ?
7. What is decentralisation ?
8. What is esprit de corps ?
9. What are open and closed systems ?
10. What do you mean by hierarchy ?

(10 × 1 = 10)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. What did Taylor find as the reasons for inefficiency of workers ?
12. What are the activities of an organisation according to Fayol ?
13. What are managerial skills ?
14. What are universal goals according to Mary Parker Follet ?
15. What is known as "Hawthorne Effect" ?
16. What is EOQ ?
17. Discuss the factors emphasized by human relations scientists.
18. What are conceptual skills ?

Turn over

19. On the basis of tasks, what are the levels of management ?
20. There is little difference between management and administration. Agree ? Explain.
21. All organisations do not need management. Discuss.
22. What do you mean by social man ?

(8 × 2 = 16)

Part C

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

23. Discuss the nature and scope of management.
24. What was scientific approach to management ? Did it help in improving productivity ?
25. Organisation is a system comprised of many sub-systems. Explain.
26. Discuss behavioural approach to management. How is it different from human relations approach ?
27. Explain SWOT.
28. Explain the management process.
29. Bring out the types of authority.
30. Describe Drucker's contributions to management.
31. Explain the different roles of manager.

(6 × 4 = 24)

Part D

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

32. Describe the contributions of Henry Fayol to management.
33. Explain Hawthorne experiments and their relative outcomes.
34. Explain the process of MBO.
35. Explain Likert's management systems.

(2 × 15 = 30)