

E 8246

(Pages : 2)

Reg. No.....

Name.....

B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2014

Second Semester

Core Course—PRINCIPLES OF MANAGEMENT

(2013 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A (Short Answer Questions)

Answer all questions.

Each question carries 1 mark.

1. What is a standing plan ?
2. What is MBO ?
3. What is a strategy ?
4. What is a committee ?
5. What is decision-making ?
6. What is centralisation ?
7. Mention the four elements of direction.
8. Define the term "control".
9. Define staffing.
10. What is an organisation structure ?

(10 × 1 = 10)

Part B (Brief Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

11. Why is planning regarded as a pervasive function of management ?
12. Enumerate the steps in the process of organising.
13. Distinguish between Policy and Rule.
14. What is the difference between Recruitment and Selection ?
15. What is line and staff organisation ?
16. Explain the term "Decision Tree".
17. What is concurrent control ?
18. Explain the term leadership.

Turn over

19. Write a brief note on internal and external co-ordination.
20. What is a functional organisation ?
21. What is brain storming ?
22. Distinguish between Routine and Strategic decisions.

(8 × 2 = 16)

Part C (Descriptive/Short Essay Type Questions)

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

23. Explain the relationship between Planning and Control.
24. What is span of management ? What are the factors influencing span of management ?
25. What is decentralisation ? What are its merits and demerits ?
26. What are the steps in decision-making ?
27. Explain the importance of directing as a function of management.
28. Explain the nature and importance of staffing function.
29. Discuss in brief the process of managerial control.
30. What is a line organisation ? What are its merits and demerits ?
31. What is authority ? Differentiate authority from responsibility and accountability.

(6 × 4 = 24)

Part D (Long Essay)

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

32. Define the term planning. Explain various steps in the planning process.
33. What is delegation of authority ? Discuss the benefits and barriers of delegation.
34. Define Co-ordination. What are its features ? Explain how co-ordination is the essence of management.
35. Define Forecasting. Discuss the various forecasting techniques.

(2 × 15 = 30)