

**E 6972**

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**Reg. No.....**

**Name.....**

**B.B.A./B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2013**

**First Semester**

**HISTORICAL PERSPECTIVES OF MANAGEMENT**

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

**[2013 admissions]**

**Time : Three Hours**

**Maximum : 80 Marks**

**Part A**

*Answer all questions.  
Each question carries 1 mark.*

**Define the following :**

1. Administration.
2. Scope of management.
3. Bureaucracy.
4. TQM.
5. SWOT analysis.
6. Job analysis.
7. Time study.
8. Esprit de corps.
9. Levels of management.
10. Managerial skill.

**(10 × 1 = 10)**

**Part B**

*Answer any eight questions.  
Each question carries 2 marks.*

11. Differentiate between management and administration.
12. Discuss different levels of management.
13. Bring out the principles of scientific management.
14. Explain the types of authority.
15. Describe Human Relations approach to management.
16. Explain the concept of MBE.
17. Write notes on the usefulness of system philosophy.

**Turn over**

18. What are the functions of management ?
19. List out the dominal theories of management.
20. What are the divisions on the activities of organisation by Fayol ?
21. Write down the phases of Hawthorne studies.
22. What are the limitations of behavioural approache to management ?

(8 × 2 = 16)

### Part C

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

23. Explain Likert's contribution to management.
24. Is management a science or Art ? Prove.
25. Discuss quantitative approach to management.
26. Describe Fayol's principles of management.
27. Discuss the management process.
28. Explain the systems approach to management.
29. Comment on Drucker's management thoughts.
30. What is MIS ? What are its features ?
31. What is Many Parker Follet - contributions to management ?

(6 × 4 = 24)

### Part D

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

32. Explain the process of MBO.
33. Describe Hawthorne experiment.
34. What is TQM ? Explain the process.
35. Explain the nature of management as a profession. Discuss the role of a manager in the present scenario.

(2 × 15 = 30)