

**B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2013****Second Semester****Core Course – PRINCIPLES OF MANAGEMENT**

Time : Three Hours

Maximum Weight : 25

**Part A***Answer all questions.**Each bunch of four questions carries a weight of 1.*

- I. 1. Single use plans are made for handling \_\_\_\_\_ problems.  
2. Routine decisions are also called \_\_\_\_\_.  
3. The study of forces operating within a group is called \_\_\_\_\_.  
4. \_\_\_\_\_ refers to a systematic reservation of authority at central points within the organisation.
- II. 5. Management by exception is an important principle of \_\_\_\_\_.  
6. \_\_\_\_\_ of an organisation are considered the most vital assets because it is the people who make other resources work.  
7. \_\_\_\_\_ theory is quite helpful in making decisions under competitive situations.  
8. Leadership is an element of \_\_\_\_\_.
- III. 9. Programmed decisions are made by personnel at \_\_\_\_\_ levels in the organisation where the environment affecting decision-making is static and well-structured.  
10. \_\_\_\_\_ means the orderly arrangement of group efforts to provide unity of action for the pursuit of a common purpose.  
11. The ideas behind MBO were advocated and popularised by \_\_\_\_\_.  
12. \_\_\_\_\_ is concerned with forecasting of future manpower needs of the organisation.
- IV. 13. \_\_\_\_\_ principle insists that a subordinate should receive orders from one superior only.  
14. The formal right of superior to command is called as \_\_\_\_\_.  
15. A \_\_\_\_\_ is a series of related tasks that make up the chronological sequence and the established way of performing the work to be accomplished.  
16. The process of grouping activities into units for the purpose of administration may be referred to as \_\_\_\_\_.

(4 × 1 = 4)

**Turn over**

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

Write short notes on :

17. Standing plans.
18. Group Decision.
19. Organisation Structure.
20. Committees.
21. Span of management.
22. Motivation.
23. Vertical Co-ordination.
24. MBO.

(5 × 1 = 5)

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

25. What are the steps in planning?
26. Discuss the process of decision-making.
27. Distinguish between Formal and Informal organisations.
28. Discuss briefly the principles of direction.
29. What is delegation of authority? Mention the obstacles in delegation.
30. Explain the importance of staffing function of management.

(4 × 2 = 8)

**Part D (Essay Type)***Answer any two questions.**Each question carries a weight of 4.*

31. Define Forecasting. Discuss the various techniques of forecasting.
32. What is decentralisation? Discuss its merits and demerits.
33. Define Control. Discuss the various techniques of control.

(2 × 4 = 8)