

E 2626

(Pages : 2)

Reg. No.....

Name.....

**B.B.A./B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2011**

**First Semester**

**HISTORICAL PERSPECTIVE 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 4 questions carries weight 1.*

**Bunch I**

1. A Central agency for coordinating the activities and efforts of various individuals working in an organisation is known as \_\_\_\_\_.
2. Contingency approach was developed by \_\_\_\_\_.
3. The use of a stopwatch is related to the technique of \_\_\_\_\_.
4. Organisations are \_\_\_\_\_ systems according to the systems approach.

**Bunch II**

5. The \_\_\_\_\_ approach is mostly concerned with making optimal decisions in the areas of organization planning and control.
6. According to human behavioural school greater production and higher motivation can be achieved only through \_\_\_\_\_.
7. \_\_\_\_\_ level of management designs the organisational structure.
8. \_\_\_\_\_ function of management ensures work accomplishment according to plans.

**Bunch III**

Match the following questions.

- |                                     |                 |
|-------------------------------------|-----------------|
| 9. General Principles of Management | Elton Mayo      |
| 10. Classical Doctrine              | Howthorn Plant. |
| 11. Neo-classical Approach          | Fredric Taylor. |
| 12. Western Electric Company        | Henri Fayol.    |

**Bunch IV**

13. \_\_\_\_\_ is known as Father of Bureaucracy.
14. \_\_\_\_\_ means delegation of authority to the lower levels of management.
15. The number of subordinates that a superior can effectively supervise is called \_\_\_\_\_.
16. One by-product of scientific management was a new discipline known as \_\_\_\_\_.

(4 × 1 = 4)

Turn over

**Part B**

*Answer five out of eight questions.  
Each carries weight of 1.*

17. What is Unity of Command ?
18. What is functional foremanship ?
19. What do you understand by planning ?
20. What is MBE ?
21. What is TQM ?
22. Why management is considered as a science ?
23. What is differential piece rate system ?
24. What is SWOT ?

(5 × 1 = 5)

**Part C**

*Answer four out of six questions.  
Each carries a weight of 2.*

25. Describe the objectives of management.
26. What is Top management and what are its functions ?
27. Write a note on contingency approach to management.
28. What is M.B.O. ? What are its limitations ?
29. What are the contributions of Mary Parker Follett to management thought ?
30. Briefly point out the essential features of the Management Process school.

(4 × 2 = 8)

**Part D**

*Answer two out of three questions.  
Each carries a weight of 4.*

31. What do you understand by scientific management ? In this connection account for the contribution of F.W. Taylor to management thought.
32. Define the term management. Explain its meaning and state its chief characteristics. Distinguish between management and administration.
33. Discuss in detail the systems approach to management.

(2 × 4 = 8)