

**E 8454**

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Reg. No.....

Name.....

**B.B.A. DEGREE (CBCS) EXAMINATION, JANUARY/FEBRUARY 2018**

**First Semester**

**Core Course—PRINCIPLES AND METHODOLOGY OF MANAGEMENT**

(2017 Admissions)

Time : Three Hours

Maximum Marks : 80

**Part A**

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

1. What is the role of a Supervisor ?
2. Explain zero base budgeting.
3. What is time study ?
4. Describe scalar chain.
5. Briefly describe planning premises.
6. What is organizational chart ?
7. Describe work study.
8. What is meant by project organization ?
9. Explain the word-functional organization.
10. Discuss on Administrative decisions.
11. Explain the means of interview.
12. "Group decision"—Describe.

(10 × 2 = 20)

**Part B**

*Answer any six questions.  
Each question carries 5 marks.*

13. Write short notes on characteristics of modern Management Thought.
14. Explain the relevance of co-ordination in a business organization.
15. Give the role of Peter F Drucker in the development of management thought.
16. Narrate the problems arises while making decision-making.

**Turn over**

17. Explain with necessary details the concept of Universality of Management.
18. Describe line and staff organization with merits and demerits.
19. With illustration explain decision tree.
20. Describe the steps in MBO.

(6 × 5 = 30)

### Part C

*Answer any two questions.*

*Each question carries 15 marks.*

21. What is Specific Management ? Explain with examples the elements of Scientific Management.
22. Explain decentralization with its merits and demerits.
23. What are the steps in controlling and explain the essentials of a sound control system ?
24. "Planning without control is meaningless and control without planning is a waste"—Illustrate.

(2 × 15 = 30)