

E 2584

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Reg. No.....

Name.....

**B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2016**

**Second Semester**

**Core Course—PRINCIPLES OF MANAGEMENT**

(2013 Admission onwards)

Time : Three Hours

Maximum Marks : 80

**Part A**

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

1. What is procedures ?
2. Define tactical decisions.
3. What are committees ?
4. What is directing ?
5. What is co-ordination ?
6. What is decentralisation of authority ?
7. What do you mean by staffing ?
8. What is a flat organisation structure ?
9. What is meant by standards of performance ?
10. What is supervision ?

(10 × 1 = 10)

**Part B**

*Answer any eight questions. 2 marks each.*

11. How controlling helps in co-ordination ?
12. What is feed forward control ?
13. Why is co-ordination necessary in organisation ?
14. Define communication ?
15. What do you mean by responsibility ?
16. What do you understand by 'Granting of authority' ?
17. What is degree of decentralisation ?
18. What are the types of staff ?

**Turn over**

19. What is hybrid organisational structure ?
20. Under what circumstances centralisation becomes necessary in organizations.
21. What is MBE ?
22. What is span of management ?

(8 × 2 = 16)

### Part C

*Answer any six questions. 4 marks each.*

23. Explain why it is necessary to control the business activities.
24. Describe the communication process.
25. Explain the process of organising.
26. Discuss the difficulties in decision making.
27. Bring out the characteristics of planning.
28. Explain the importance of staffing.
29. What are the benefits of line and staff organisation ?
30. Bring out the steps in decision making.
31. Explain the relationship between planning and controlling.

(6 × 4 = 24)

### Part D

*Answer any two questions. 15 marks each.*

32. Explain the forecasting techniques.
33. Describe the planning process.
34. Explain the elements of directing.
35. Explain the delegation process.

(2 × 15 = 30)