

**B.B.A./B.B.M. DEGREE (CBCSS) EXAMINATION  
NOVEMBER 2010****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 four questions carries weight 1.***BUNCH I**

1. The principle that a subordinate should receive order and be responsible to only one boss is known as \_\_\_\_\_.
2. Taylor originated the idea of \_\_\_\_\_ type of organisation.
3. When management pays attention to more important areas and when day-to-day routine problems are looked after by lower-level of management, this is known as \_\_\_\_\_.
4. \_\_\_\_\_ is basically a process of mutual goal setting between the individual and his supervisor.

**BUNCH II**

5. As a process management means a series of \_\_\_\_\_.
6. \_\_\_\_\_ school of management thought uses tools such as linear programming and game theory.
7. The famous studies that led to widespread application of behavioural science principles to problems of management were \_\_\_\_\_.
8. The contingency approach can also be termed as \_\_\_\_\_.

**BUNCH III***Match the following questions.*

- |                                      |                    |
|--------------------------------------|--------------------|
| 9. Bureaucracy                       | - Peter F Drucker. |
| 10. General Principles of Management | - Max Weber.       |
| 11. Human Behaviour                  | - Henri Fayol.     |
| 12. The Practice of Management       | - Elton Mayo.      |

**Turn over**

## BUNCH IV

13. \_\_\_\_\_ is the ability of a manager to induce subordinates to work with confidence and zeal.
14. The use of motion-picture cameras to record worker movements and work methods is included in the technique of \_\_\_\_\_.
15. The \_\_\_\_\_ school concentrates on rational decisions.
16. The ratio of output to input can be referred as \_\_\_\_\_.

(4 × 1 = 4)

**Part B**

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

17. Define Management.
18. What is span of management?
19. What is centralisation?
20. What is Work Study?
21. What is global management?
22. What is supervisory management?
23. What is MIS?
24. What do you mean planning premises?

(5 × 1 = 5)

**Part C**

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

25. Write short note on TQM.
26. Is management a science or an art?
27. Explain Systems Management School of Thought.
28. Discuss the difference between Management and Administration.
29. Write short note on characteristics of modern management thought.
30. Write a note on the role of Peter F Drucker in the development of management thought.

(4 × 2 = 8)

**Part D**

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

31. Define MBO. Discuss the broad requirements and steps involved in the introduction of MBO.
32. Explain the essential features, uses and limitations of Human Behaviour School of Management Thought.
33. How will you classify the levels of management? Briefly describe the functions of different levels of management.

(2 × 4 = 8)