

E 9827

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Reg. No.....

Name.....

B.B.A./B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2014

First Semester

HISTORICAL PERSPECTIVES OF MANAGEMENT

(Common for B.B.A. and B.B.M.)

[2013 Admission onwards]

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer all questions.
1 mark each.*

1. Who are first level managers ?
2. What is scalar chain ?
3. Define fatigue study.
4. What do you understand by bureaucracy ?
5. What do behavioural scientists say about management ?
6. Discuss the managerial skills according to Fayol ?
7. Explain the principle 'Science, not rule of thumb' by Taylor.
8. Define MIS.
9. What is quantitative approach to management ?
10. Define management.

(10 × 1 = 10)

Part B

*Answer any eight question.
2 marks each.*

11. Explain 'Organisation is a system comprised of many subsystems'.
12. Discuss the nature of management as a science.
13. What are the per-requisites of MBO ?
14. Explain job study ?
15. Differentiate between power and authority.
16. What is centralization and decentralisation ?

Turn over

17. Administration is above management Justify.
18. What is MBE ?
19. Explain division of work by Fayol.
20. Discuss the results of illumination experiments.
21. What is the principle of direct contact by Mary Parker Follet ?
22. Who is Renevolent Authoritative according to likest ?

(8 × 2 = 16)

Part C

*Answer any six questions.
4 marks each.*

23. What are the strengths of classical Management Theory ?
24. Explain Mass Interviewing programme of Hawthorne Experiments.
25. What are the qualities of a good manager ?
26. Explain the types of authority. How authority is related to responsibility ?
27. Describe the *four* management systems by Rensis Likert.
28. Explain the objectives of MBO.
29. What are the features of TQM ?
30. Explain SWOT Analysis.
31. Discuss the contributions of Drucker to management.

(6 × 4 = 24)

Part D

*Answer any two questions.
15 marks each.*

32. Explain the Hawthorne studies.
33. Describe the management process.
34. Explain the administrative theory by Henry Fayol.
35. Discuss the contributions of Behavioural Approach to management.

(2 × 15 = 30)