

**E 2345**

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Reg. No.....

Name.....

**B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2018**

**Second Semester**

**Core Course—PRINCIPLES OF MANAGEMENT**

(2013—2016 Admissions)

Time : Three Hours

Maximum Marks : 80

**Part A**

*Answer all questions.*

*1 mark each.*

1. What are rules ?
2. Define goal.
3. What is forecasting ?
4. What is decision making ?
5. What do you mean by bounded rationality ?
6. Define group.
7. What do you understand by authority-responsibility relationship ?
8. What are management functions ?
9. What is specialisation ?
10. What is a divisional structure of organisation ?

(10 × 1 = 10)

**Part B**

*Answer any eight questions.*

*2 marks each.*

11. Co-ordination avoids potential sources of conflict. How ?
12. How is controlling related to planning ?
13. Why is training necessary for employees ?
14. Differentiate formal and informal communications.
15. What is accountability ?
16. What is the difference between delegation and decentralisation ?

**Turn over**

17. Explain how optimum utilisation of resources can be achieved.
18. How organisation structure affects organisational activities ?
19. What are committees ?
20. Why is it considered that planning creates inflexibility ?
21. What is a strategic management plan ?
22. What is brain storming ?

(8 × 2 = 16)

### Part C

*Answer any six questions.*

*4 marks each.*

23. Discuss the characteristics of planning. What are its limitations ?
24. Enumerate the difficulties in decision making.
25. What are line organisations ? What are its merits and demerits ?
26. Describe the elements of directing.
27. Discuss the importance of staffing. Explain the purpose of centralising and decentralising authority.
28. Explain the steps in control process.
29. Bring out the types of plans.
30. Explain out the types of organisation structure.
31. Do you think co-ordination is a managerial function to be performed separately. Justify ?

(6 × 4 = 24)

### Part D

*Answer any two questions.*

*15 marks each.*

32. Explain the significance of delegation of authority. Describe the process of delegation.
33. Discuss the feature of functional organisation. Explain the process of organising.
34. Explain the steps in rational decision making.
35. How planning gains importance in management ? Explain the planning process.

(2 × 15 = 30)