

E 2262

(Pages : 2)

Reg. No.....

Name.....

B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2015

Second Semester

Core Course—PRINCIPLES OF MANAGEMENT

(2013 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

Part A (Short Answer Questions)

Answer all questions.

Each question carries 1 mark.

1. What is a "budget" ?
2. What is a "procedure" ?
3. What is meant by "Group decision" ?
4. Give the meaning of the term "Unity of Command".
5. Define the term "Organising".
6. What is "selection" ?
7. Give the meaning of the term "Delegation of Authority".
8. Enumerate any two features of "directing".
9. Define the term "informal organisation".
10. What is "co-ordination" ?

(10 × 1 = 10)

Part B (Brief Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

11. Give any four features of planning.
12. Distinguish between Objective and Policy.
13. What are planning premises ?
14. What is MBO ?
15. What is span of control ?
16. Explain strategic decisions.
17. What is recruitment ?
18. What is leadership ?
19. What is control by exception ?

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20. What do you mean by motivation ?
21. Explain the term "Horizontal Co-ordination".
22. What is Delphi technique ?

(8 × 2 = 16)

Part C (Descriptive/Short Essay Type Questions)

*Answer any six questions.
Each question carries 4 marks.*

23. What is forecasting ? Explain the main features of forecasting.
24. Explain the limitations of planning.
25. What is decentralisation of authority ? What are its advantages ?
26. What is meant by staffing ? Explain briefly its need and importance.
27. Explain briefly the various functions of a supervisor.
28. What are committee organisations ? What are its merits and demerits ?
29. What are the principles of co-ordination ?
30. Explain the features of a good control system.
31. Explain the principles of delegation of authority.

(6 × 4 = 24)

Part D (Long Essays)

*Answer any two questions.
Each question carries 15 marks.*

32. Define decision-making. Discuss the steps in decision-making.
33. What is line and staff organisation ? Discuss its advantages and limitations.
34. Define Control. Describe briefly the various steps in the process of control.
35. What is Centralisation ? Discuss its merits and demerits.

(2 × 15 = 30)