

2 MJ 20103

THREE YEAR B.B.A. (CBCS) DEGREE EXAMINATION, APRIL/MAY 2024.

SECOND SEMESTER

PRINCIPLES OF MANAGEMENT

(Major)

(w.e.f. 2023-24 Admitted Batch)

Time : Three hours

Maximum : 70 marks

(No additional sheet will be supplied)

PART A — (5 × 4 = 20 marks)

Answer any FIVE of the following.

Each question carries 4 marks.

1. Process of management.
2. Administration Vs Management.
3. Levels of planning.
4. Types of decisions.
5. Span of control.
6. Advantages of centralization.
7. Nature of directing.
8. Importance of staffing.
9. Advantages of controlling.
10. Nature of controlling.

PART B — (5 × 10 = 50 marks)

Answer ONE question from each unit

Each question carries 10 marks.

11. Describe the schools of Management Thought.

Or

12. Define Management and explain the differences between Administration and Management

13. What are the different steps in Management By Objectives (MBO)?

Or

14. What are the various steps in planning process?

15. Explain the advantages and disadvantages of line and staff organization.

Or

16. What are the factors influencing the determination of degree of Decentralization?

17. What is manpower planning? Explain its objectives.

Or

18. Explain the Maslow need hierarchy theory of motivation elaborately.

19. What are the various techniques of managerial control?

Or

20. Explain the various essentials of effective controlling.
