



K23U 2480

Reg. No. : .....

Name : .....

V Semester B.A./B.A. Afsal-UI-Ulama/B.Sc./B.Com./B.T.T.M./B.B.A./  
B.B.A-T.T.M./B.B.A.-A.H./B.C.A./B.S.W./B.M.M.C. Degree (CBCSS-OBE-  
Regular/Supplementary/Improvement) Examination, November 2023  
(2019 – 2021 Admissions)  
Generic Elective Course  
5D03 COM : PRINCIPLES OF MANAGEMENT

Time : 2 Hours

Max. Marks : 20

SECTION – A  
(Very short answer)

Answer **any three** questions from the following. Each question carries **one** mark.

1. What is a 'Plan' ?
2. Define 'Selection'.
3. What is 'Leadership' ?
4. What is 'Directing' ?

(3×1=3)

SECTION – B  
(Short essay)

Answer **any three** questions. Each question carries **three** marks.

5. Distinguish between Training and Development.
6. Identify the different sources of External Recruitment.
7. Distinguish between Centralisation and Decentralisation.
8. Define 'Planning'. What are its limitations ?

(3×3=9)

SECTION – C  
(Long essay)

Answer **any one** question. Each question carries **eight** marks.

9. Define 'Management'. Examine the functions of Management.
10. Bring out the effective principles of Direction.

(1×8=8)