



M 7869

Reg. No. :

Name :

I Semester B.B.A./B.B.A. R.T.M./B.B.A. T.T.M. Degree (CCSS – Regular)
Examination, November 2014
(2014 Admn.)
CORE COURSE
1B01 BBA/BBA(RTM)/BBA(TTM) : Principles and Practices of
Management

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer **all** the questions. **Each** question carries **1/2** mark.

Fill in the blanks.

1. Arrangement of managerial positions in an organisation is known as

2. Fayol classified industrial activities into _____ groups.

3. Planning is the _____ function of management.

4. _____ function refers to the procurement and development of
individuals at work.

(4 × 1/2 = 2)

SECTION – B

Answer **any four** questions. **Each** question carries **1** mark.

5. What is Harmony of objectives ?

6. Explain planning premises.

7. Explain the principle of "Direct Personal Contact" in co-ordination.

8. What is upward communication ?

9. What do you mean by departmentation by products ?

10. Explain "Line and staff organisation".

(4 × 1 = 4)

P.T.O.



SECTION – C

Answer **any six** questions. **Each** question carries **3** marks.

11. "Management is a profession". Do you agree ? Give reasons.
12. State the contributions of George Elton Mayo.
13. What is objective ? State its importance.
14. State the factors affecting the degree of decentralisation.
15. What is Direction ? State its features.
16. Explain the features of a good control system.
17. What are the merits of scientific management ?
18. Define Top Level management. State its functions. (6×3=18)

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

19. What is supervision ? State the functions of a supervisor.
20. What is formal communication ? State its merits and demerits.
21. Define planning. State the steps involved in planning. (2×8=16)