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K19U 3289

Reg. No. :

Name :

I Semester BBA/BBA(RTM) Degree CBCSS(OBE)-Regular
Examination, November - 2019
(2019 Admission)
CORE COURSE

1B 01 BBA/BBA(RTM) : PRINCIPLES AND PRACTICE OF MANAGEMENT

Time : 3 Hours

Max. Marks : 40

PART-A

Answer **All** questions. Each question carries **1** mark. (6×1=6)

1. What is meant by esprit-de-corps?
2. Define responsibility.
3. Define planning.
4. State any two tools for controlling.
5. What is BPO?
6. What is self management?

PART - B

Answer any **Six** questions. Each question carries **2** marks. (6×2=12)

7. State any four functional areas of management.
8. What are the different needs identified by Maslow?
9. Define MBO. State its steps.
10. What are the principles of delegation?

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K19U 3289

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11. What are the benefits of decentralisation?
12. Discuss the steps in controlling.
13. State the principles of direction.
14. Discuss the benefits of KPO.

PART-C

Answer any **Four** questions. Each question carries **3** marks. (4×3=12)

15. 'Planning is composed of many processes'. Explain.
16. Distinguish between formal and informal organisation.
17. Discuss the various sources of recruitment.
18. What are the steps in selection process?
19. What is Work Life Balance? State its causes.
20. What is stress? What are the techniques of stress management?

PART-D

Answer any **Two** questions. Each question carries **5** marks. (2×5=10)

21. Define management. Explain its functions.
 22. Discuss the contributions of F.W. Taylor and Henry Fayol.
 23. Define organising. Explain the different types of organising.
 24. 'Co-ordination is the essence of management'. Explain the statement giving its features and needs.
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