

0025348



K19U 3212

Reg. No. : .....

Name : .....

I Semester B.B.A/B.B.A.(R.T.M)/B.B.A.(T.T.M)/ Degree  
(CBCSS- Supplementary / Improvement)

Examination, November-2019

(2014 -2018 Admissions)

CORE COURSE

1B01 BBA (TTM)/ BBA/ BBA (RTM) : PRINCIPLES AND PRACTICE OF  
MANAGEMENT

Time : 3 Hours

Max. Marks : 40

**SECTION - A**

Answer the 4 questions. Each question carries  $\frac{1}{2}$  mark. (4 $\times$  $\frac{1}{2}$ =2)

1. ----- refers to the combination of justice, fairness and kindness.
2. ----- is a French term which means 'Unity is Strength'.
3. ----- is the physical form of the encoded message.
4. ----- introduced the concept of MBO otherwise called as goals management.

**SECTION - B**

Answer any **four** questions. Each question carries 1 mark. (4 $\times$ 1=4)

5. Distinguish between Administration and Management.
6. Explain the concept of Management as a process.
7. State the problems in Decision making.
8. Distinguish between Formal and Informal Organisation.
9. What is span of Management?
10. What is Decentralisation?

P.T.O.

**SECTION - C**

Answer any **six** questions. Each question carries **3** marks. (6×3=18)

11. What are the different Functional areas of Management?
12. Assess Henri Fayol's contributions to Management thought.
13. What steps are necessary for effective managerial planning?
14. Explain the different types of managerial decisions.
15. Write a note on organisation charts.
16. What are the different bases of Departmentation?
17. What are the techniques of Controlling?
18. Define Motivation. Describe its characteristics.

**SECTION - D**

Answer any **two** questions. Each question carries **8** marks. (2×8=16)

19. With the aid of a figure, explain Maslow's Hierarchy of needs.
  20. What is Leadership? Bring out its importance in Management.
  21. Enumerate different methods of Communication.
-