



M 8792

Reg. No. :

Name :

III Semester B.Com. Degree Examination, November 2010

BCOM (Core) (Course No. 3)

3B03COM : Management Principles

Time: 3 Hours

Total Weightage : 30

PART – A

This part consists of **two** bunches of questions carrying **equal** weightage of **one**.
Each bunch consists of **four** objective type questions. Answer **all** questions.

I. Choose the correct answer :

- 1) Communication going up or coming down must flow through each position in the line of authority is _____
 - a) Unity of command
 - b) Unity of direction
 - c) Scalar chain
 - d) Esprit de corps
- 2) An administrative system designed to accomplish large scale administrative task by systematically co-ordinating the work of many individuals is known as
 - a) Scientific management
 - b) Modern management
 - c) Systems management
 - d) Bureaucracy
- 3) Pervasiveness of planning indicates that planning
 - a) Extends throughout the organisation
 - b) Is a top management function
 - c) Is the first element of management process
 - d) Is future oriented activity
- 4) Which one of the following is not relevant for problem identification in decision making ?
 - a) Research and analysis
 - b) Diagnosis
 - c) Gap analysis
 - d) Experimentation

[W=1] [WGP = 4×1×1=4]

P.T.O.



II. Fill in the blanks :

- 5) _____ is the ability to build up confidence and zeal among people.
- 6) The subject matter of communication is known as _____
- 7) Controlling seeks to ensure _____ as per plan.
- 8) _____ refers to the structure of jobs and positions which clearly defined functions and relationships. [W=1] [WGP = 4×1×1=4]

PART – B

Answer **any eight** questions in **one** or **two** sentences **each**. **Each** question carries a weightage of **one**.

9. What is classical theory of management ?
10. What do you mean by organisation as a process ?
11. What is strategies ?
12. Explain department by function.
13. What is authority ?
14. Explain responsibility.
15. What do you mean by man power inventory ?
16. Explain human resource planning.
17. What is job description ?
18. Explain paired comparison. [W=8×1=8] [WGP = 8×4×1=32]

PART – C

Answer **any six** questions. Answer not to exceed **one** page. **Each** question carries a weightage of **two**.

19. Distinguish between formal and informal organisation.
20. What is span of control ? State the types of span of control.



21. What is delegation of authority ? State the principles of delegation of authority.
22. Explain the importance of staffing.
23. What is promotion ? Explain the need for promotion.
24. What is direction ? State the principles of direction.
25. What is decision making ? Explain the types of decision making.
26. What is planning ? Explain the steps of planning. [W= 6×2=12] [WGP = 6×4×2=48]

PART – D

Answer **any two**. Each carries a weightage of **four**. Answer not to exceed **four** pages.

27. What is motivation ? Explain Maslow's need theory of hierarchy.
 28. What do you mean by trait theory of leadership ? State innate qualities of leadership.
 29. Explain the meaning of barrier of Communication. Explain in detail about semantic and emotional barrier of communication. [W= 2×4=8] [WGP = 2×4×4=32]
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