



M 11153

Reg. No. :

Name :

III Semester B.A./B.Sc./B.Com./B.B.A./B.B.A.T.T.M./B.B.M./B.C.A./B.S.W.
Degree (CCSS – Reg./Supple.) Examination, November 2011
Core Course in Commerce
3B03 COM : 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. 1) Each group of activities with the same objective must have one head and one plan is known as _____
- a) Unity of direction b) Unity of command
c) Scalar chain d) Espirt-de-Corps.
- 2) _____ is a system of ranking various positions in descending scale from top to bottom of the organisation.
- a) Bureaucracy b) Hierarchy
c) Scientific management d) None of the above
- 3) Pervasiveness of planning indicates that planning _____
- a) Is a top management function
b) Extends throughout the organisation
c) Is the first element of management process
d) Is a future oriented function
- 4) Which one of the following is not a programmed decision ?
- a) Promotion decision b) Demotion decision
c) Launching a new product d) Setting sales quota (W = 1)

P.T.O.



- II. 5) _____ leader allows maximum freedom to subordinates.
- 6) The subject matter of communication is known as _____
- 7) Control pre-supposes the existence of _____
- 8) Informal organisation originates _____ (W = 1)

PART – B

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

- 9) Explain neo-classical theory of organisation.
- 10) Explain organisation as a 'structure'.
- 11) What do you mean by 'standing plan' ?
- 12) What is departmentation by process ?
- 13) What is power ?
- 14) What do you mean by accountability ?
- 15) What is M.B.O. ?
- 16) Explain Human Resource Development.
- 17) What do you mean by Job Analysis ?
- 18) What is paired comparison ? (W = 8×1=8)

PART – C

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

- 19) Explain the major problems of informal organisation.
- 20) What are the factors affecting span of control ?
- 21) What is centralisation ? Explain the factors affecting centralisation.



- 22) State the importance of man power planning.
- 23) Explain the advantages of promotion by seniority.
- 24) What is direction ? Explain the techniques of direction.
- 25) What is decision making ? State the process of decision making.
- 26) What is planning ? State the types of plan. (W = 6×2=12)

PART – D

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

- 27) What is motivation ? State the hygiene theory of motivation.
 - 28) What is leadership ? State the styles of leadership.
 - 29) What is controlling ? State the major causes of resistance to control. (W = 2×4=8)
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