



K15U 0061

Reg. No. :

Name :

III Semester B.Com. Degree (CCSS-Supple./Imp.)

Examination, November 2015

CORE COURSE IN COMMERCE

3B03 COM : Management Principles

(2011 and Earlier Admissions)

Time : 3 Hours

Max. Weightage : 30

PART – A

This Part consist of **two** bunches of questions, carrying **equal** weightage of **one**.
Each bunch consist of **four** questions. Answer **all**.

- I. 1) The principle divided to conserve managerial talent, time and effort and apply it in more important areas are called
 - a) MBO
 - b) MBE
 - c) Strategy
 - d) None
- 2) The process of defining the work of the subordinates by his superior is called
 - a) Creation of authority
 - b) Granting of authority
 - c) Assignment of duties
 - d) None
- 3) The process of making, new employees familiar with the organisation is called
 - a) Selection
 - b) Recruitment
 - c) Placement
 - d) Orientation
- 4) The process of influencing other people to work willingly for group objective is called
 - a) Motivation
 - b) Control
 - c) Directors
 - d) Leadership

(W = 1)

P.T.O.



- II. 5) _____ means union is strength.
- 6) The _____ school concentrates on rational decisions.
- 7) MBE stands for _____
- 8) _____ is the process which involves thinking before doing. (W =1)

PART – B

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

9. Define decision making.
10. What is corporate planning ?
11. What do you mean by controlling ?
12. Mention any four qualities of a leader.
13. What is line authority ?
14. What is informal organisation ?
15. Define motivation.
16. What do you mean by organisation structure ?
17. What do you mean by planning premises ?
18. Who is a formal leader ? (W = 8×1=8)

PART – C

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

19. What are the assumptions of theory 'X' propounded by McGregor ?
20. State the uses of performance appraisal.
21. What is line and staff organisation ? Explain its features.



- 22. State the objectives of management.
- 23. Explain the concept of universality of management principle.
- 24. What are the steps in the process of delegation ?
- 25. What are the techniques of decentralisation ?
- 26. Explain the steps in the control process. (W = 6×2=12)

PART – D

Answer **any two** questions, **each** question carries a weightage of **four**. Answer not to exceed **four** pages.

- 27. Define decision making and explain the steps in decision making.
 - 28. Distinguish between formal and informal organisation.
 - 29. Explain the features of management principles. (W = 2×4=8)
-