

S.No. 1514

08UBX01/08UBA01

(For the candidates admitted from 2008 – 2009 onwards)

B.B.A./B.B.A. (CA) DEGREE EXAMINATION,  
APRIL/MAY 2018.

First Semester

BUSINESS ORGANISATION AND PRINCIPLES OF  
MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What is meant by the term "Management"?
2. What is "System"?
3. "Objectives" – brief out the term.
4. Define the term "Decision Making".
5. "Authority" – write a short note.
6. What is Decentralisation?
7. Who is a leader?

8. Brief out the term "Communication"?
9. Give a brief note on the term "Control".
10. Present any two principles of co-ordination.

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Explain the contributions of F.W. Taylor to the management thought.

Or

- (b) What are the characteristic features of a modern business?

12. (a) Narrate the characteristics of a good planning.

Or

- (b) What are the features of MBO?

13. (a) What is Span of Management?

Or

- (b) Briefly describe the merits and limitations of Line organisation.

14. (a) "Herzberg's need theory" – Explain.

Or

- (b) What are the principles of direction?

15. (a) "Steps in control process" – Describe.

Or

- (b) What are the importance of co-ordination?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Illustrate the various principles of management.
17. Describe in detail the different steps in planning.
18. Examine clearly the various functions of staff organisation.
19. Narrate in detail the barriers to effective communication.
20. Enlists the various types of control.