

S.No. 1303

12UBA01/12UBAA08/  
15UVCA01

(For the candidates admitted from 2012–2013 onwards)

B.B.A. DEGREE EXAMINATION, APRIL/MAY 2018.

First and Third Semester

PRINCIPLES OF MANAGEMENT

(Common for B.Sc. Psychology and Visual  
Communication)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What is motion study?
2. Define the term “Management”.
3. MBO – Write a brief note.
4. What is decision making?
5. Present a short note on “Span of management”?
6. What is accountability?
7. Define – Motivation.

8. What is communication?
9. Define – 'Control'.
10. What is co-ordination?

PART B — (5 × 5 = 25 marks)

Answer ALL questions. Choose (a) or (b).

11. (a) Henry Fayol's contribution to management-examine. Explain.

Or

- (b) What are the functions of management?

12. (a) Narrate the various steps in MBO.

Or

- (b) What are the characteristics of planning?

13. (a) Authority Vs responsibility – Explain.

Or

- (b) What are the elements of staffing?

14. (a) Autocratic Vs democratic leadership – Examine.

Or

- (b) Explain the merits and demerits of Herzberg theory of motivation.

15. (a) State the significance of control.

Or

- (b) What are the need for co-ordination?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the scope of management.

17. Narrate in detail the importance of planning.

18. Illustrate the various types of organisations.

19. Describe in detail the various qualities required to a good leader.

20. Examine the various essentials of effective co-ordination.