

S.No. 1441

17UBAA01/17UBA01/  
17UBR01/17UBX01

(For the candidates admitted from 2017-2018 onwards)

B.B.A. DEGREE EXAMINATION, NOVEMBER 2017.

First Semester

PRINCIPLES OF MANAGEMENT

(Common for B.B.A Retail management/ B.B.A (CA)/  
B.Sc. Psychology)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Define 'Management'.
2. What is Scalar Chain?
3. Define 'Planning'.
4. What is MBO?
5. Write a note on informal organization.
6. What do you mean by 'decentralization'?
7. Define directing.



8. Define Motivation.
9. Define co-ordination.
10. Define control.

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Describe the importance of management in business.

Or

- (b) Write briefly on the features of Scientific Management.

12. (a) What are the advantages of planning?

Or

- (b) What are the different types of decision?

13. (a) Explain briefly the process of organization.

Or

- (b) Explain the process of delegation of authority.

14. (a) Discuss Herzberg's theory of motivation.

Or

- (b) Discuss the important principles of directing.

15. (a) What are the characteristics of a good system of control?

Or

- (b) Discuss the various methods of securing effective co-ordination.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the various stages of the Hawthorne Experiments conducted by Elton Mayo and his team.

17. Explain the various stages involved in the process of decision-making.

18. Explain the advantages and disadvantages of decentralization.

19. Discuss the qualities of a leader.

20. Discuss the various stages in the control process.