

(6 pages)

Reg. No. : .....

Code No. : 30625 E Sub. Code : CMBA 11/  
CMSL 11/CMAM 11

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2023.

First Semester

Business Administration/Shipping and Logistics  
Management/Aviation Management – Core

PRINCIPLES OF MANAGEMENT

(For those who joined in July 2021 onwards)

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. Organising as a function of management involves deciding
  - (a) What activities and resources are required?
  - (b) Who will do a particular task?
  - (c) Where will it be done?
  - (d) All of the above

2. Which level of management is responsible for establishing a vision for the organization Developing broad plans and strategies and directing subordinate managers?
  - (a) first level managers
  - (b) middle managers
  - (c) executive managers
  - (d) second level managers
3. Management is the art of getting things done through and with an informally organized \_\_\_\_\_
  - (a) Harold Koontz
  - (b) Terry
  - (c) Louis Allan
  - (d) Henry Fayol
4. Management should find the one best way to perform a task Which technique of management states that
  - (a) Time study
  - (b) Motion study
  - (c) Fatigue study
  - (d) Method study
5. The \_\_\_\_\_ leadership allows an active participation of the subordinates
  - (a) Effective
  - (b) Free-Rein
  - (c) Democratic
  - (d) Autocratic

6. What are the factors to be considered for Decision Making?

- (a) Choice of alternative
- (b) Management process
- (c) Choosing best alternative
- (d) Ideas

7. Which of the following scientific management is violation of Unity of Command

- (a) Differential piece wage system
- (b) Fatigue study
- (c) Functional Foremanship
- (d) Simplification of work

8. The main objective of performance appraisal is

- (a) Lower Motivation
- (b) Management process
- (c) To contribute growth and development of Employees
- (d) Traditional activity

9. \_\_\_\_\_ means every employee should get order from one superior only

- (a) Unity of command
- (b) Unity of direction
- (c) Centralisation
- (d) Order

10. Means of collecting and using information, to coordinate decision and planning through an Organisation is termed as \_\_\_\_\_

- (a) Customer control system
- (b) Business control system
- (c) Financial control system
- (d) Management control system

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

11. (a) Explain the various functions of management with suitable example.

Or

(b) Explain the Key differences between Management and Administration.

12. (a) Write about the different types of planning with their purpose.

Or

(b) Explain the nature and purpose of Decision making.

13. (a) Explain the process type organization structure with their suitability.

Or

- (b) Define delegation. What are the important steps for effective delegation?

14. (a) Define communication. Explain the process of communication.

Or

- (b) What is reinforcement approach in employee motivation.

15. (a) Explain in detail the various types of controlling tools used in the modern organizations.

Or

- (b) List the characteristics of an effective Management Control Systems.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

16. (a) Explain the contributions of any two of the management thinkers.

Or

- (b) State the principles of Management.

17. (a) Explain the process of decision making and also highlight the role of decision models.

Or

- (b) Enumerate the importance of planning. Also list the steps in planning.

18. (a) Discuss the line and staff relationship.

Or

- (b) Explain the activities to be carried out for the launching your dream product in term of organizing functions.

19. (a) Explain the strategies adopted by MNC's to motivate their employees and also link the theories of motivation with the practices.

Or

- (b) Why companies today promote transformational leadership. Discuss

20. (a) Discuss the different methods used in increasing the productivity of the organization.

Or

- (b) Discuss the role of information technology in control function.