

Code No.: 10823 E Sub. Code: EMBA 11/
EMSL 11/
EMAM 11

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

First Semester

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

PRINCIPLES OF MANAGEMENT

(For those who joined in July 2023 onwards)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Who is the father of scientific management?
(a) F.W. Taylor (b) Henry Foyal
(c) Urwick (d) Luther Gulick

2. According to Henry Fayol there are _____ functions of management.
(a) Two (b) Three
(c) Four (d) Five
3. _____ is the chief function of management.
(a) Organizing (b) Coordinating
(c) Planning (d) Motivating
4. _____ is the end points towards which all business activities are directed.
(a) Rules (b) Procedure
(c) Objectives (d) Programmes
5. Line organization is suitable only to _____.
(a) Small scale organization
(b) Medium scale organization
(c) Large scale organization
(d) None of these
6. A vital tool for providing information about organizational relationship is _____.
(a) Master chart
(b) Organization chart
(c) Supplementary chart
(d) Area chart

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7. A continuous process to compare planned performance and actual performance to detect variations to take corrective steps is known as _____.
(a) Planning (b) Controlling
(c) Directing (d) Organising
8. Unity of efforts is emphasised in _____.
(a) Consolidation (b) Combination
(c) Corporation (d) Coordination
9. Business ethics deals primarily with _____.
(a) Social responsibility
(b) The pricing of products and services
(c) Moral obligation
(d) Being unfair to the competition
10. Benefits derived from social responsibility includes _____.
(a) Enhanced organizational efficiency
(b) Producing better products
(c) Attracting people who want to work for the firm
(d) Both (a) and (c)

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PART B — (5 × 5 = 25 marks)

Answer ALL the questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) State the importance of management.
Or
(b) List out the role of manager in an organisation.
12. (a) What are the objectives of planning?
Or
(b) Elaborate the characteristics of sound policies.
13. (a) What is mean by span of management? State its need.
Or
(b) What do you mean by the term departmentation? State its different bases.
14. (a) Discuss the nature of direction.
Or
(b) Write down the importance of controlling.

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15. (a) Explain the social responsibilities of business.

Or

(b) Write the importance of Business Ethics.

PART C — (5 × 8 = 40 marks)

Answer ALL the questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Explain the contributions of Henry Fayol.

Or

(b) What are the important functions of management?

17. (a) What are the different steps in decision making?

Or

(b) Discuss the steps involved in planning process.

18. (a) Explain the different type of organisation structure.

Or

(b) What are the difference between authority and power?

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19. (a) Explain the techniques and requisites for excellent coordination.

Or

(b) What are the controlling techniques? Explain.

20. (a) Explain the different types of ethical issues in business.

Or

(b) What are the principles of Business Ethics?

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