

Q.P. Code – 56131

**First Semester B.B.M. Degree Examination,  
October/November 2019**

*(CBCS Scheme)*

**Management**

**PRINCIPLES OF MANAGEMENT**

*Time : 3 Hours]*

*[Max. Marks : 90*

*Instructions to Candidates : Answers should be written in English only.*

**SECTION – A**

1. Answer any **TEN** sub-questions from the following. Each sub-question carries **2** marks : **(10 × 2 = 20)**
- (a) Mention any four functional areas of management.
  - (b) What is procedure?
  - (c) What is a short term plan?
  - (d) What is scalar chain?
  - (e) Mention any four types of organizational structure.
  - (f) What is M.B.E?
  - (g) Mention the leadership styles.
  - (h) State the needs of Maslow's hierarchy theory.
  - (i) Who developed the C.P.M and why?
  - (j) Name any four controlling techniques.
  - (k) What is selection?
  - (l) State any two objectives of management.

**SECTION – B**

Answer any **FIVE** questions from the following. Each question carries **5** marks : **(5 × 5 = 25)**

- 2. Is management a science or an art.
- 3. What is policy? Explain its features.
- 4. Explain the importance of organization



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5. Explain the advantages and disadvantages of line and staff organizations.
6. Explain the importance of coordination.
7. Explain the different types of control.
8. Explain the following:
  - (a) MBO
  - (b) Authority.

### SECTION – C

Answer any **THREE** questions from the following. Each question carries **15** marks : **(3 × 15 = 45)**

9. Explain the principles of management as per Henry Fayol.
  10. What is planning? Explain the different types of plans.
  11. Explain the following :
    - (a) Line organisation
    - (b) Committee form of organisation
    - (c) Functional organization.
  12. What is motivation? Explain Maslow's need hierarchy theory of motivation.
  13. Explain the different important techniques of control used in an organization.
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