

(6 pages)

**Reg. No. :** .....

**Code No. : 22926 E      Sub. Code : SMBA 31**

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2018.

Third Semester

Business Administration — Main

**PRINCIPLES OF MANAGEMENT**

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which one of the following is a subsidiary function of management?
  - (a) Co—ordination      (b) Innovation
  - (c) Motivation      (d) Direction
2. Who conducted Hawthorne Experiments?
  - (a) Elton Mayo      (b) PeterF. Drucker
  - (c) F.W. Taylor      (d) Follet

3. Which one of the following is not an objective of planning?
- (a) Reducing uncertainty
  - (b) Reducing competition
  - (c) Economy in operation
  - (d) Recruitment and selection
4. Objective plans are otherwise known as \_\_\_\_\_ plans.
- (a) basic
  - (b) standing
  - (c) master
  - (d) long term
5. \_\_\_\_\_ theory of organization gives a two-way communication.
- (a) neo-classical
  - (b) classical
  - (c) un-classical
  - (d) conditional
6. Which one of the following is not the benefit of an organisation?
- (a) co-ordination
  - (b) Job hopping
  - (c) team work
  - (d) creativity

7. The practice of translating the message into suitable signs, symbols, etc. for the purpose of transmission is known as ———.
- (a) encoding
  - (b) feedback
  - (c) decoding
  - (d) communication
8. When there is a deviation in the actual performance from the planned one, then——— function of management takes care of such situation.
- (a) motivating
  - (b) communication
  - (c) controlling
  - (d) staffing
9. ——— is the obligation of a sub-ordinate to his superior.
- (a) Authority
  - (b) Responsibility
  - (c) Delegation
  - (d) Decision
10. Which of the following is a problem of delegation?
- (a) Superiors
  - (b) Organisation
  - (c) Sub-ordinates
  - (d) All the above

PART B — ( $5 \times 5 = 25$  marks)

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

Each answer should not exceed 250 words.

11. (a) What are the Levels of Management?  
Explain.

Or

- (b) Discuss the techniques of Scientific Management.

12. (a) Explain the limitations of Planning.

Or

- (b) What are the features of Decision Making?

13. (a) How do you classify an Organisation?  
Explain

Or

- (b) What are the factors affecting the span of management?

14. (a) Discuss the principles of direction.

Or

- (b) Explain the importance of control function.

15. (a) What are the problems of co-ordination?

Or

- (b) What are the merits of 'Delegation of Authority'?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain the functions of management.

Or

- (b) What are the findings and criticisms of Hawthorne Experiment?

17. (a) Explain the different types of Forecasting Techniques.

Or

- (b) Describe the various steps involved in a Decision Making process.

18. (a) Discuss the principles of a successful organization.

Or

- (b) Explain the different methods of Departmentation.

19. (a) Describe the different types of communication.

Or

- (b) Explain the controlling techniques.

20. (a) Discuss the importance of co-ordination.

Or

- (b) What are the advantages and limitations of decentralization?
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