

Reg. No.....

Name.....

**B.B.A. DEGREE END SEMESTER EXAMINATION OCTOBER/NOVEMBER 2017****SEMESTER –1: BACHELOR OF BUSINESS ADMINISTRATION (BBA) (CORE COURSE)****COURSE: 16U1CRBBA2: PRINCIPLES OF MANAGEMENT***(Common for Regular 2017 admission and Supplementary/Improvement 2016 admission)*

Time: Three Hours

Max. Marks: 75

**PART A**Answer **all** questions. Each question carries 1 Mark.

1. Define Management.
2. What is Unity of Command?
3. What is Span of Control?
4. What is Authority and Responsibility?
5. What is the meaning of Coordination?
6. What is Non-Verbal communication?

(1 x 6 = 6)

**PART B**Answer **any Seven** questions. Each question carries 2 Marks.

7. What is McGregor's theory Y?
8. Explain Operational decisions.
9. What is Departmentation?
10. What is Project form of organisation?
11. What is decentralization?
12. What do you mean by communication?
13. What is systems approach?
14. State the Characteristics of Non-Programmed decisions.
15. What do you understand by Supervision?
16. What are the limitations of Bureaucratic Principles of Management?

(2 x 7 = 14)

**PART C**Answer **any Five** questions. Each question carries 5 Marks.

17. Explain Maslow's Need Hierarchy theory.
18. Briefly explain the elements of coordination.
19. Differentiate between Strategic Planning and Operational Planning.
20. What are individual and group decisions?
21. State the contributions of the theorists from Organisational School of Thought.
22. Explain the levels of management.

(5 x 5 = 25)

**PART D**

Answer **any Two** questions. Each question carries 15 Marks

23. Briefly discuss the features of coordination?
24. State and explain the concept of management.
25. Explain the bases of exerting influence or leadership?
26. Explain the steps in controlling.

(15 x 2 = 30)