

Reg. No.....

Name.....

**B.B.A. DEGREE END SEMESTER EXAMINATION - OCTOBER/NOVEMBER 2018**  
**SEMESTER – 1: BACHELOR OF BUSINESS ADMINISTRATION (BBA) (CORE COURSE)**  
**COURSE: 16U1CRBBA2: PRINCIPLES OF MANAGEMENT**

*(Common for Regular 2018 admission and improvement 2017/ supplementary 2017/2016/admission)*

Time: Three Hours

Max. Marks: 75

**PART A**

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

1. Define Span of Control.
2. What are policies?
3. What is job specification
4. What is centralization?
5. Define MBO.
6. What is Accountability?

(1 x 6 = 6)

**PART B**

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

7. What is PODSCORB?
8. What do you mean by single use plans?
9. Define Line authority.
10. Explain any two criticisms of Hawthorne experiments.
11. Is selection a negative or positive process? Explain.
12. Explain universality of management.
13. What is meant by grape vine?
14. What do you mean by self-actualisation needs?
15. What is paternalistic leadership?
16. What is co-operation?

(2 x 7 = 14)

**PART C**

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

17. Distinguish between administration and management.
18. Explain the different types of training.
19. State the social responsibility of business to its customers.
20. Explain the process of communication.
21. Management is a profession. Discuss.
22. Discuss the principles of Scientific Management.

(5 x 5 = 25)

**PART D**

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

23. What is organising? Explain the different types of organisation?
24. Explain the various steps involved in planning process.
25. Define staffing. Explain its needs and importance in modern business.
26. Define motivation. Discuss clearly “the Hierarchy of Needs theory of Abraham Maslow”.

(15 x 2 = 30)

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