

BBA DEGREE END SEMESTER EXAMINATION OCTOBER 2016
SEMESTER - 1: BACHELOR OF BUSINESS ADMINISTRATION - BBA

COURSE: 16U1CRBBA2 – PRINCIPLES OF MANAGEMENT

Time: Three Hours

Max Marks: 75

PART A

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

1. Define Planning.
2. What is Unity of Direction?
3. Define Organising.
4. What is Authority and Responsibility?
5. What is the meaning of Controlling?
6. What is Verbal communication?

(1 x 6 = 6)

PART B

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

7. What is McGregor's theory X?
8. Explain Tactical decisions.
9. What is Departmentation?
10. What is Committee form of organisation?
11. What is centralization?
12. What is leadership?
13. What is systems approach?
14. State the Characteristics of Programmed decisions.
15. What do you understand by Motivation?
16. What are the limitations of Planning?

(2 x 7 = 14)

PART C

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

17. Explain Herzberg's Motivation theory.
18. Briefly explain the process of planning.
19. Differentiate between management and administration.
20. What are the principles of coordination?
21. Differentiate between formal and informal organisations.
22. Explain the principles of Bureaucracy.

(5 x 5 = 25)

PART D

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

23. Briefly explain the different types of Plans?
24. Discuss the different leadership styles. State suitability of different styles.
25. Discuss in detail, the contributions of behavioural scientists.
26. Explain the steps in decision making? What are the various types of decisions? (15 x 2 = 30)
