

B. B. A DEGREE END SEMESTER EXAMINATION - OCT. 2020: FEBRUARY 2021**SEMESTER 1 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U1CRBBA1 : PRINCIPLES AND METHODOLOGY OF MANAGEMENT***(For Regular - 2020 Admission)*

Time : Three Hours

Max. Marks: 60

PART A**Answer any 8 (1 marks each)**

1. What is meant by Planning?
2. Describe contribution of Henry Gantt.
3. What is Scientific management?
4. Define planning.
5. Define organization.
6. What is the other name for line organisation?
7. What is functional departmentation?
8. Define directing

(1 x 8 = 8)**PART B****Answer any 6 (2 marks each)**

9. What is management?
10. What do you mean by management as a science?
11. What is MBO?
12. What is the concept of Planning as an element of management process?
13. Discuss the nature of Planning
14. Define line and staff organisation?
15. Explain the features of centralisation
16. What is the two-dimensional theory called?

(2 x 6 = 12)**PART C****Answer any 4 (5 marks each)**

17. Explain any two Leadership style.
18. What are the characteristics of decision making?
19. What are the merits and demerits of line organisation?
20. What are the merits and demerits of functional organisaiton?
21. Briefly explain the importance of motivation
22. Explain briefly the meaning and importance of communication

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Explain the relevance of Henri Fayol's principles of management.
24. What are the benefits and limitations of Planning?
25. Describe the process and principles of organising
26. Explain the principles and techniques of coordination

(10 x 2 = 20)