

Reg. No .....

Name .....

**22U121**

**B B A DEGREE END SEMESTER EXAMINATION : OCTOBER 2022**

**SEMESTER 1 : INTEGRATED MARKETING AND NEW MEDIA**

**COURSE : 19U1CRBBA1 : PRINCIPLES AND METHODOLOGY OF MANAGEMENT**

*(For Regular – 2022 Admission and Improvement / Supplementary - 2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 60

**PART A**

**Answer All (1 mark each)**

1. Describe contribution of Henry Gantt.
2. What is a decision?
3. What is Scientific management?
4. What is Unity of Command?
5. Define organization.
6. Give the definition of management given by Peter Drucker.
7. Define directing
8. What is De-centralisation?

**(1 x 8 = 8)**

**PART B**

**Answer any 6 (2 marks each)**

9. What is meant by organisational structure?
10. Define Planning.
11. Describe challenges of management.
12. Explain 'committee' form of Organisation.
13. What is social need in Maslow's need hierarchy.
14. Write a short note on Hawthorne Experiments.
15. Briefly write any two types of coordination
16. What do you understand by 'co-ordination'.

**(2 x 6 = 12)**

**PART C**

**Answer any 4 (5 marks each)**

17. What are the objectives and goals of communication?
18. Explain the features of functional organisaiton
19. Describe the importance of Planning in detail.
20. Explain the techniques of effective coordination
21. Explain Policy and Operative decisions
22. Explain organization structures in detail.

**(5 x 4 = 20)**

**PART D**

**Answer any 2 (10 marks each)**

23. Describe the process and principles of organising
24. What are the theories of motivation, explain any one
25. Who was Elton Mayo and explain his contribution?
26. What are the benefits and limitations of Planning?

**(10 x 2 = 20)**