

**B.B.A. DEGREE END SEMESTER EXAMINATION – OCTOBER 2022****SEMESTER – 1 : INTEGRATED MARKETING AND NEW MEDIA****COURSE: 16U1CRBBA2 – PRINCIPLES OF MANAGEMENT***(For Supplementary 2016/2017/2018/ 2019 Admissions)*

Time: Three Hours

Max. Marks : 75

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

1. Define formal organization.
2. What is meant by profession?
3. What is informal communication?
4. What is recruitment?
5. Define motivation.
6. Who is free-rein leader?

(1 x 6 = 6)

**PART B****Answer any 7 questions. Each question carries 2 Marks.**

7. Write a note on planning premises.
8. What do you mean by departmentalization?
9. Explain any two criticisms of Hawthorne experiments.
10. What is strategic planning?
11. What is functional foremanship?
12. What do you mean by vestibule training?
13. What do you mean by matrix organization?
14. What are organizational charts?
15. What is differential piece rate system?
16. Define internal co-ordination.

(2 x 7 = 14)

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

17. Explain controlling in detail.
18. Discuss the functions of top level management.
19. What is training? Explain the need for training.
20. Explain the hygiene theory of Herzberg.
21. State the social responsibility of business to its customers.
22. Why management is called both science and an art?
23. Define Co-ordination. Explain its importance.
24. What are the merits and demerits of line organization?

(5 x 5 = 25)

**PART D**

**Answer any 2 questions. Each question carries 15 Marks**

25. Explain the steps in MBO. What are its benefits?
26. What are principles of management? Explain Fayol's principles of management.
27. What is controlling? Explain the control process and list out the techniques of control.
28. Define Selection. Explain the various steps in the process of selection.

(15 x 2 = 30)