

B.B.A DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023**SEMESTER 1 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U1CRBBA1 : PRINCIPLES AND METHODOLOGY OF MANAGEMENT***(For Regular 2023 Admission and Improvement / Supplementary 2022/2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 60

PART A**Answer All (1 mark each)**

1. Define Motivation
2. Describe the Nature of Management.
3. What is Planning?
4. Describe contribution of Robert Owen.
5. What is the other name for line organisation?
6. Who is the father of process management?
7. Name the contribution of Charles Babbage?
8. Define organising.

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

9. Explain in short about communication.
10. Explain the characteristics of Planning.
11. What are the features of decentralisation?
12. List out contributions of P.F. Drucker.
13. What are committee organisations?
14. What are the limitations of MBO Process?
15. What is supervising?
16. Explain the importance of 'time' in Decision Making Process?

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

17. Explain the importance of Management.
18. Explain the process of organisation.
19. Explain the advantages and disadvantages of centralisation.
20. Explain the need for controlling.
21. Explain briefly the meaning and importance of communication.
22. Explain the process of decision making.

(5 x 4 = 20)**PART D****Answer any 2 (10 marks each)**

23. What is line organization? Explain different types of line organization.
24. Give a detailed note with example on communication in today's business world.
25. Define Decision making, Explain the characteristics and elements of decision making.
26. Explain the relevance of Henri Fayol's principles of management.

(10 x 2 = 20)