

Reg. No.....

Name.....

**B. B. A. (BUSINESS ANALYTICS) DEGREE END SEMESTER EXAMINATION – MARCH 2024****SEMESTER - 2****COURSE: 23U2CRBBA04 - PRINCIPLES AND METHODOLOGY OF MANAGEMENT***(For Regular 2023 Admission)*

Time: Three Hours

Max. Marks: 60

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

1. Who is the father of scientific management?
2. Define planning.
3. With the help of an example explain line and staff organisation.
4. Identify the significance of staffing.
5. Define management.
6. Define Motivation.
7. Explain delegation of authority.
8. Differentiate budgetary and non- budgetary controls.

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

9. Mention any two scope of management.
10. Identify the difficulties in decision making.
11. Determine the relationship between planning and controlling.
12. Discuss the characteristics of planning.
13. Explain management as science.
14. Differentiate selection and recruitment.
15. Mention any 2 merits of training.
16. With the help of an example explain functional organisation.

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

17. Explain different kinds of organisational structure.
18. Describe the steps in planning.
19. State the pros and cons of delegation.
20. Elucidate the leadership characteristics of inspiring leaders.
21. Discuss the elements of communication.
22. Coordination is the energy that connects all the other functions of management. Justify.

**(5 x 4 = 20)**

**PART D**

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

23. Briefly explain the management principles of Hendry Fayol
24. Write a short note on theories of motivation.
25. Explain man power planning in an organisation.
26. Briefly discuss different kinds of plans.

(10 x 2 = 20)

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