

E 7939

(Pages : 2)

Reg. No.....

Name.....

B.B.A./B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2017

First Semester

HISTORICAL PERSPECTIVE OF MANAGEMENT

(Common for B.B.A. and B.B.M.)

[2013 to 2016 Admissions]

Time : Three Hours

Maximum Marks : 80

Part A

Answer all questions.

1 mark each.

1. What is MBE ?
2. What is administration ?
3. What do you mean by bureaucracy ?
4. What is motion study ?
5. What is a subsystem ?
6. What is centralisation ?
7. What do you mean by authority ?
8. What was the emphasis given to training by Taylor ?
9. What was the assumption of human relations theorists about management ?
10. What is synergy ?

(10 × 1 = 10)

Part B

Answer any eight questions.

2 mark each.

11. Explain one best way of doing things by Taylor.
12. What are the managerial activities proposed by Fayol ?
13. Why is management treated as a process ?
14. Explain authority hierarchy in bureaucratic structure.

Turn over

15. Differentiate economic man from social man ?
16. What was the main focus of Hawthorne studies ?
17. What quantitative approach is known as operations research ?
18. Discuss the levels of management on the basis of tasks.
19. What are human skills ?
20. The term management has no Universal definition. Comment.
21. Do you think the functions of management—Planning, organising, leading and controlling—should occur in the same sequence ? Explain.
22. What are managerial skills ?

(8 × 2 = 16)

Part C

*Answer any six questions.
4 mark each.*

23. To perform managerial function, managers have to fit in many different roles. Explain.
24. State and prove management as a profession.
25. Scientific management focuses on worker - machine relationships. Comment.
26. Discuss the contributions of Hawthorne studies conducted by Mayo.
27. Explain the advantages and limitation of MBD ?
28. Bring out the 14 principles of management.
29. What did Drucker Contribute to management ? Discuss.
30. What is SWOT analysis ?
31. Discuss the process of MBE.

(6 × 4 = 24)

Part D

*Answer any two questions.
15 mark each.*

32. Explain systems approach to management.
33. Describe Rensis Likert's management systems.
34. What were the contribution of Mary Parker Follet to management ? What are the advantages of her thoughts over Scientific management ?
35. What is MIS ? What are the merits and demerits of it ?

(2 × 15 = 30)