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Reg. No.....

Name.....

B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2017

Second Semester

Core Course—PRINCIPLES OF MANAGEMENT

(2013 Admission onwards)

Time : Three Hours

Maximum Marks : 80

Part A

Answer all questions.

1 mark each.

1. Define objectives.
2. What is decision-making ?
3. What is an organisation structure ?
4. What is authority ?
5. What is controlling ?
6. What is directing ?
7. What are line organisations ?
8. What are rational decisions ?
9. What do you mean by organisational hierarchy ?
10. What is leadership ?

(10 × 1 = 10)

Part B

Answer any eight questions.

2 marks each.

11. How is planning linked with controlling ?
12. What is concurrent control ?
13. Why is co-ordination a pervasive function ?
14. What is motivation ?
15. What is accountability ?
16. What are the differences between authority and responsibility ?
17. When is decentralisation necessary in organisations ?

Turn over

18. Why is staffing important ?
19. What is divisional organisational structure ?
20. What are line and staff positions ?
21. What are programmed decision ?
22. What do you understand by forecasting ?

(8 × 2 = 16)

Part C

Answer any six questions.

4 marks each.

23. Discuss the need to co-ordinate organisational activities.
24. Explain the importance of directing.
25. Describe the delegation of process.
26. Explain the types of decisions.
27. Discuss the limitations of planning.
28. Bring out the advantages of decentralisation.
29. Write down the benefits of functional organisation.
30. Discuss the role of line and staff authority in organisations.
31. Explain the steps in control process.

(6 × 4 = 24)

Part D

Answer any two questions.

15 marks each.

32. What do you mean by rational decisions ? Explain how rational decisions are arrived at.
33. Bring out the types of organisation structure.
34. Explain the types of plans. Why planning is considered as the preliminary function of management ?
35. Discuss the advantages and disadvantages of decentralisation of authority.

(2 × 15 = 30)