



K15U 0555

Reg. No. :

Name :

**I Sem. B.B.A./B.B.A. R.T.M./B.B.A. T.T.M. Degree
(CCSS – Reg./Supple./Improv.) Examination, November 2015**

Core Course

**1B01 BBA/BBA (RTM)/BBA (TTM) : PRINCIPLES AND PRACTICES OF
MANAGEMENT**

(2014 Admn. Onwards)

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer **all** the questions. **Each** question carries ½ mark.

Fill in the blanks.

1. A profession is an _____ backed by organised knowledge and training.
2. One unit one plan is the principle of _____.
3. _____ is the process of getting things done by others.
4. _____ is concerned with the estimation of workforce in future. **(4×½=2)**

SECTION – B

Answer **any four** questions. **Each** question carries 1 mark.

5. Explain the concept stability of tenure.
6. What do you mean by strategy ?
7. Explain the principle of “early beginning” in co-ordination.
8. What is downward communication ?

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9. Explain 'Departmentation by Territory'.
10. What do you mean by functional organisation ? (4×1=4)

SECTION – C

Answer **any six** questions. **Each** question carries **3** marks.

11. "Management is a science". Do you agree ? Give reasons.
12. Explain Abraham Maslow's need theory of hierarchy.
13. Define policy. State its merits.
14. Explain the need for departmentation.
15. State the importance of co-ordination.
16. Explain the qualities of a good supervisor.
17. State the significance of planning.
18. What is middle level management ? State its functions. (6×3=18)

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Define communication. State the importance of communication.
20. What is scientific management ? State the principles of scientific management.
21. What is delegation of Authority ? State its merits. (2×8=16)
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