



**K21U 6743**

**Reg. No. :** .....

**Name :** .....

**I Semester B.B.A./B.B.A. (RTM) Degree (CBCSS – OBE – Regular/  
Supplementary/Improvement) Examination, November 2021  
(2019 Admission Onwards)**

**Core Course**

**1B01BBA/BBA (RTM) : PRINCIPLES AND PRACTICES OF MANAGEMENT**

**Time :** 3 Hours

**Max. Marks :** 40

**SECTION – A**

Answer **all** questions. **Each** carries **1** mark.

1. Define MBO.
2. What is contingency approach of management ?
3. What is delegation of authority ?
4. What do you mean by responsibility ?
5. What is meant by decision making ?
6. State any two principles of co-ordination. **(6×1=6)**

**SECTION – B**

Answer **any six** questions. **Each** question carries **2** marks.

7. Discuss the neo-classical approaches of management.
8. Discuss the scope of management.
9. What is planning premises ?
10. State the advantages of centralisation.

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11. Discuss the characteristics of informal organisation.
12. What are the principles underlying direction ?
13. Discuss the importance of supervision.
14. What are the characteristics of KPO ?

(6×2=12)

### SECTION – C

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

15. Discuss the contribution of Abraham Maslow.
16. Discuss the functions of various levels of management.
17. What is line organization ? Explain its features.
18. Explain the characteristics of directing.
19. What are the techniques of controlling ?

20. State the importance of BPO.

(4×3=12)

### SECTION – D

Answer **any two** questions. **Each** question carries **5** marks.

21. Discuss in detail the contribution of Henry Fayol.
22. Explain the characteristics and advantages of planning.
23. Define controlling. Discuss its characteristics and steps.
24. Define work life balance. Explain its components.

(2×5=10)