



K23U 4039

Reg. No. : .....

Name : .....

I Semester B.B.A./B.B.A.(RTM) Degree (C.B.C.S.S. – O.B.E. – Regular/  
Supplementary/Improvement) Examination, November 2023  
(2019 Admission Onwards)

Core Course

1B01 BBA/BBA(RTM) – PRINCIPLES AND PRACTICE OF MANAGEMENT

Time : 3 Hours

Max. Marks : 40

PART – A

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

(6×1=6)

1. What is meant by management ?
2. What is planning ?
3. Define decision making.
4. What is non-economic decisions ?
5. What is meant by delegation ?
6. Define control.

PART – B

Answer **any 6** questions. **Each** question carries **2** marks.

(6×2=12)

7. What are the benefits of work life balance ?
8. Distinguish between policy and procedure.
9. Distinguish between administration and management.
10. What are the elements of direction ?
11. What are the principles of delegation ?
12. Explain the process of control.
13. What are the features of coordination ?
14. What are the characteristics of decision making ?

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K23U 4039



PART – C

Answer **any 4** questions. **Each** question carries **3** marks.

(4×3=12)

15. What are the steps to improve work life balance ?
16. What are the essentials of an effective control ?
17. What are the importance of directing ?
18. What are the functions of staffing ?
19. What is decentralization ? What are its advantages ?
20. What are the features of organizing ?

PART – D

Answer **any 2** questions. **Each** question carries **5** marks.

(2×5=10)

21. What are the steps in planning ?
22. Distinguish between a formal and informal organization.
23. What are the techniques of control ? – Explain.
24. What are the components of work life balance ?

