

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BCom DEGREE EXAMINATION MAY 2017
(Third Semester)**

Branch - COMMERCE (BANKING & INSURANCE)

PRINCIPLES OF MANAGEMENT

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 What is management List out its process?
- 2 What are the concepts of chief executive?
- 3 What is the concept of MBO?
- 4 What is forecasting?
- 5 What is centralization?
- 6 Define organization.
- 7 What is promotion?
- 8 What is meant by stress interview?
- 9 What is motivation?
- 10 What is co-ordination?

SECTION - B (25 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Describe the various level of Management.
OR
b What are the principles of F.W.Taylor?
- 12 a What are the characteristics of decision making?
OR
b Explain the characteristics of MBO.
- 13 a What are the Types of decisions?
OR
b What are the importance of organisation?
- 14 a What are sources of external recruitment?
OR
b Explain the needs of Leadership.
- 15 a Explain the types of intrinsic rewards.
OR
b Explain the concept of Herberg's Motivation theory.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Explain the principles of scientific management.
- 17 What are the various types of planning?
- 18 Explain the principles of effective organisation.
- 19 Briefly explain the selection process.
- 20 Explain the characteristics of ideal control system.