

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION MAY 2017
(First Semester)

Branch- **COMMERCE (RETAIL MARETING)**

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 Write any two points of F.W.Taydor.
- 2 What do you mean Esprit de corps?
- 3 What is decision making?
- 4 What is fore casting?
- 5 What is centralization of authority?
- 6 What is Functional organization?
- 7 What is Internal sources of Recruitment?
- 8 Write any two qualities of good leader.
- 9 What do you mean self actualisation need?
- 10 What is Two Factor Theory?

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- 11 a Describe the Functional Approach to Management.
OR
b What are the importance of scientific selection and training of workers?
- 12 a What are the characteristics of MBO?
OR
b Describe the features of planning.
- 13 a Describe the formal and Informal organisation.
OR
b Write a note on organisation as a structure.
- 14 a Describe the various methods of Training.
OR
b What are the promotion methods in an organization? Explain it.
- 15 a Write a note a Financial Motivation.
OR
b What are the characteristics of ideal control system?

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Explain the Theories of F.W.Taylor.
- 17 Describe the various types of Decision making.
- 18 what is Departmentation? Explain the methods of Departmentation.
- 19 Explain the types of Leadership.
- 20 Explain the process of control.