

**PSG COLLEGE OF ARTS & SCIENCE**  
(AUTONOMOUS)  
**BBA DEGREE EXAMINATION DECEMBER 2023**  
(Second Semester)

Branch – **BUSINESS ADMINISTRATION (LOGISTICS)**

**PRINCIPLES OF MANAGEMENT**

Time: Three Hours

Maximum: 50 Marks

**SECTION-A (5 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** marks

(5 x 1 = 5)

1. Management skills applies to managers at \_\_\_\_\_ in an organization  
(i) Top level (ii) Middle level  
(iii) Executive level (iv) All levels.
2. Which one of the following is guidelines to thinking and action?  
(i) Objectives (ii) Strategic  
(iii) Policy (iv) Procedures
3. Entrustment of authority and responsibility to others with accountability for performance.  
(i) Centralization (ii) Decentralization  
(iii) Delegation (iv) Span of control
4. Who developed the two factor theory of motivation.?  
(i) Mc Gregor (ii) Abraham Maslow  
(iii) Herzberg (iv) Mc Chelland
5. Mention the principle, which govern and guide business people to perform business functions.  
(i) Business Ethics (ii) Code of conduct  
(iii) Corporate Social Responsibility (iv) Decision making.

**SECTION - B (15 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks

(5 x 3 = 15)

- 6 a Outline the nature of management  
OR  
b Summarize the roles of a manager.
- 7 a Analyze the steps in strategic planning  
OR  
b Describe the characteristics of a sound policy.

Cont...



- 8 a Explain the line and staff organization structure with its advantages and disadvantages.  
OR  
b Bring out the measures for effective delegation.
- 9 a Explain the Maslow's Need Hierarchy theory of Motivation.  
OR  
b Narrate the importance of man power planning.
- 10 a State the 7 s model of analysis.  
OR  
b Summarize the management 5.0 for effective organization function.

**SECTION -C (30 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** Marks (5 x 6 = 30)

- 11 a Differentiate between manager and entrepreneur.  
OR  
b Elucidate functions at various levels of management.
- 12 a Identify the various steps involved in Management by Objectives.  
OR  
b Classify the methods of forecasting.
- 13 a Discuss the bases of departmentation.  
OR  
b Outline the principles of organization.
- 14 a Enumerate the sources of recruitment.  
OR  
b Discuss the situational theory of management.
- 15 a Examine the macro environmental factors.  
OR  
b Analyze the various steps involved in the decision making process.

Z-Z-Z

END