

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2024
(First Semester)

Common to Branches – **BUSINESS ADMINISTRATION /**
BUSINESS ADMINISTRATION(INFORMATION SYSTEMS) /
BUSINESS ADMINISTRATION (RETAIL MANAGEMENT) /
BUSINESS ADMINISTRATION (LOGISTICS)

PRINCIPLES AND PRACTICES OF MANAGEMENT/
MANAGEMENT PRINCIPLES & PRACTICES

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	_____ is the administration of an organization, whether it is a business, a non-profit organization, or a government body a) Management b)Efficiency c) Going concept d)Economics	K1	CO1
	2	_____ holds that there is no single, textbook rule for the best way to manage an organization a) Systems approach b) Contingency approach c) Leadership d) Modern Approach	K2	CO1
2	3	_____ are established guidelines, rules, and procedures for the smooth functioning of the organization to achieve the desired objectives a) Rules b) Plans c) Objectives d) Policies	K1	CO2
	4	_____ are laid out with the help of employees and are meant to be challenging but achievable. a) Objectives b) Rules c) Policies d) Plans	K2	CO2
3	5	_____ coordinate the activities of a person or group efficiently, make arrangements or preparations for an event or activity, take responsibility for providing or arranging. a) Planning b) Co-Ordinating c) Organising d) Directing	K1	CO3
	6	_____ signifies the creation of autonomous and self-sufficient units or divisions a) Decentralisation b) Delegation c)Departmentation d)Organising	K2	CO3
4	7	_____ is the process that initiates, guides, and maintains goal-oriented behaviours a) Motivation b) Leadership c) Organising d) Directing	K1	CO4
	8	_____ is an order or an instruction to be followed given by leaders a)Leadership b) Direction c) Planning d) Organising	K2	CO4
5	9	_____ is the practice of identifying and reducing business expenses to increase profits, and it starts with the budgeting process. a) Cost control b) Budget Control c) Tactical Control d) Plan Control	K1	CO5
	10	_____ a financial tool which helps a company to determine the stage at which the company, or a new service or a product, will be profitable. a) ABC b) Marginal Costing c)VED d) BEP	K2	CO5

Cont...

22MSU101N/ 22MSU101/ 22ISU101N/ 22ISU101/
22RMU101N/ 22RMU101/ 23BLU101R/ 18MSU01/ 18ISU01/ 18RMU01
Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	How Management acts as an art and science? Explain.	K2	CO1
	(OR)			
	11.b.	What are the various elements of a System Approach? Explain		
2	12.a.	State the Importance of Decision Making	K3	CO2
	(OR)			
	12.b.	Narrate the nature and purpose of planning		
3	13.a.	What do you mean by Span of control ?Explain	K4	CO3
	(OR)			
	13.b.	Distinguish between Delegation and Decentralisation		
4	14.a.	What is the nature and purpose of Directing?	K5	CO4
	(OR)			
	14.b.	State the process of communication in detail -		
5	15.a.	Narrate the objectives of controlling	K4	CO5
	(OR)			
	15.b.	What are the various steps in control process. Explain		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Discuss in detail the Henry Fayol 's Contribution to Management.	K2	CO1
2	17	Explain in detail the various types and methods of Planning.	K3	CO2
3	18	Illustrate the various types of Departmentation.	K4	CO3
4	19	Describe the various leadership styles in the recent era.	K3	CO4
5	20	Explain in detail the various Control Techniques.	K5	CO5