

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2025
(First 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 Which of the following is one of Henry Fayol's principles of management?
(i) Division of work (ii) Unity of direction
(iii) Equity (iv) All of the above
2. In the context of planning, what does SWOT analysis stand for?
i) Strengths, Weaknesses, Opportunities, Threats
ii) Systems, Workflows, Objectives, Tactics
iii) Strategies, Workplans, Organizational goals, Targets
iv) Stakeholders, Workgroups, Outputs, Trends
- 3 In a functional organizational structure, departments are based on:
i) Geographic location
ii) Specialized functions like marketing, finance, and HR
iii) Product lines or divisions
iv) Customer demographics
- 4 What is a key feature of 360-degree performance appraisal?
i) It evaluates an employee's performance only by their supervisor
ii) It involves feedback from multiple sources, including peers and subordinates
iii) It is used only in small organizations
iv) It focuses exclusively on task performance
- 5 What is a key characteristic of an uncontrollable factor in a business environment?
i) It can be directly influenced by the business.
ii) It requires a company to adapt or react.
iii) It refers to internal policies.
iv) It involves employee training.

SECTION - B (15 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 3 = 15)

- 6 a Discuss the main duties and responsibilities of a manager.
OR
b Discuss in brief the Nature of Management.
- 7 a What are the key steps in implementing MBO in an organization?
OR
b Discuss the various techniques of forecasting.
- 8 a What is the difference between centralization and decentralization in management?
OR
b Discuss the factors affecting organization structure.

Cont...

- 9 a What is the role of tests in the selection procedure?
OR
b Distinguish between hygiene factors and motivators in Herzberg's theory.
- 10 a What are the characteristics of a good decision-making process?
OR
b What are the key controllable factors in a business environment?

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Describe the key functions of management.
OR
b What are the challenges associated with remote work and flexible work arrangements in the 21st century?
- 12 a Describe the different types of planning.
OR
b Describe quantitative techniques used for management decision – making?
- 13 a Discuss the advantages and disadvantages of informal organizations.
OR
b Explain the factors affecting delegation of authority and its process.
- 14 a Explain McGregor's Theory X and Theory Y in motivation.
OR
b Describe the Maslow's need priority theory.
- 15 a What is the role of technology in facilitating group decision-making in modern organizations?
OR
b Analyze the role of government and legal factors as macro-environmental influences.

Z-Z-Z

END