

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2022
(First Semester)

Branch – 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 one of the following approaches is adopted in studying management?
(i) Profession (ii) Process
(iii) Science (iv) Art
2. Name the process that managers and subordinates are involved in setting objective by mutual consultation.
(i) Management by Exception (ii) Management by Results
(iii) Management by Profit (iv) Management by Objectives
3. Which one of the following type of organization arises from members need for special interaction and personal relationship?.
(i) Line and Staff (ii) Formal
(iii) Informal (iv) Matrix
4. Identify the process of searching for prospective employees and stimulating them to apply for the job.
(i) Recruitment (ii) Selection
(iii) Training (iv) Manpower planning
5. What is meant by the phrase CSR ?
(i) Corporate Social Responsibility (ii) Corporate Society Responsibility
(iii) Company Social Responsibility (iv) Company Society Responsibility

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a Describe the characteristics of profession.
(OR)
b Sketch the roles of a manager.
7. a Analyze the steps in forecasting.
(OR)
b Summarize the characteristics of a good procedure.
8. a Bring out the difference between formal and informal organization.
(OR)
b Outline the choice of bases of departmentation.
9. a Classify the styles of leadership.
(OR)
b Explain Herzberg's Two Factor Theory of Motivation.
10. a Narrate the various factors of economic environment.
(OR)
b State the need for ethics in Management.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11. a Summarize the scope of management.
(OR)
b Highlight the key areas that create challenges in management of 21st century.
12. a Analyze the various steps involved in planning process.
(OR)
b Discuss the effective implementation of Management by Objectives.
13. a Examine the factors determining degree of decentralization.
(OR)
b Enumerate the principles of organization.
14. a Point out the steps in the selection process.
(OR)
b Elucidate the various methods of performance appraisal.
15. a Analyze the steps in decision making process.
(OR)
b Identify the various elements of Mckinsey's 7's model of analysis.

Z-Z-Z

END