

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom(CS) DEGREE EXAMINATION DECEMBER 2019
(First Semester)

Branch - CORPORATE SECRETARYSHIP

PRINCIPLES OF MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks!)

Answer ALL questions

ALL questions carry EQUAL marks (10x1 = 10)

- 1 Management is
(i) Art (ii) Science
(iii) Both Science & Art (iv) Neither Art nor Science
- 2 Who pioneered the human relations theory of management?
(i) George Elton Mayo (ii) Emerson
(iii) Oliver Sheldon (iv) Mark Parker Follett
- 3 Which approach gives the employees a greater autonomy in planning?
(i) Top-down (ii) Bottom-up
(iii) Team approach (iv) Composite approach
- 4 In which form of organisation project and functional structures overlap?
(i) Project (ii) Matrix
(iii) Team (iv) Committee
- 5 Direction is _____ function.
(i) Continuous (ii) Occasional
(iii) Frequent (iv) Rarest
- 6 Attitude of willingness to continue in and strive for the goals of the organization is
(i) Morale (ii) Motivation
(iii) Leadership (iv) All the above
- 7 Coordination among the various authorities across the organisational hierarchy is
(i) Verticle coordination (ii) Horizontal coordination
(iii) Internal coordination (iv) External coordination
- 8 Which control is done simultaneously when an activity is progressing?
(i) Preliminary control (ii) Concurrent control
(iii) Forward control (iv) Feedback control
- 9 The concept of measuring the products and services with those of the toughest competitor is called
(i) Economic value added (ii) Benchmarking
(iii) Six sigma "" (iv) TQM
- 10 What type of crisis occur when management conceals or misrepresents information about itself
(i) Crisis of skewed (ii) Crisis of deception
(iii) Depends upon the media (iv) Crisis of management misconduct

Cont...

SECTION - B (35 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 7 = 35)

- 11 a Compare and contrast Taylors and Fayol's contribution to management.
OR
b Briefly explain various levels of management.
- 12 a Summarize the characteristics of an authority.
OR
b Explain the process of planning.
- 13 a Bring out the principles of direction.
OR
b Describe the autocratic style of leadership and state its advantages and disadvantages.
- 14 a Outline the steps for effective coordination.
OR
b Organise the different types of control.
- 15 a State the three phases of crisis management.
OR
b Analyse the concept of six sigma.

SECTION - C (30 Marks!)

Answer any **THREE** Questions

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

- 16 Explain the functions of management.
- 17 Elucidate the process of designing an organisation.
- 18 Examine the need hierarchy theory of motivation propounded by Abraham Maslow.
- 19 Identify the various techniques of achieving coordination.
- 20 Explain out the various steps in risk management process.

Z-Z-Z

END