

**PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)**

**BCom DEGREE EXAMINATION MAY 2019  
(First Semester)**

Branch – **COMMERCE (RETAIL MARKETING)**

**PRINCIPLES OF MANAGEMENT**

Time : Three Hours

Maximum : 75 Marks

**SECTION-A (20 Marks)**

Answer **ALL** questions

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

(10 x 2 = 20)

- 1 Define management
- 2 What is motion study?
- 3 Define planning
- 4 What is meant by strategy?
- 5 What is an organization?
- 6 Define decision making.
- 7 Who is an autocratic leader?
- 8 What is decentralization?
- 9 Define motivation.
- 10 Why is co-ordination necessary?

**SECTION - B (25 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Why is management important?  
OR  
b Summaries Concept of scientific management.
- 12 a How to make planning effective?  
OR  
b State the steps involved in planning.
- 13 a Explain the process of organization.  
OR  
b What is a matrix organization? Discuss its merits and demerits.
- 14 a Describe the internal source of recruitment.  
OR  
b State the procedure for selection procedure.
- 15 a Describe the nature of motivation.  
OR  
b Summaries the characteristics of an ideal control system.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

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

- 16 Discuss the Henry Fayol's principles of management.
- 17 Enumerate the types of plans.
- 18 Discuss the principles of good organization.
- 19 Highlight the qualities of a good leader.
- 20 Discuss the Maslow's need hierarchy theory