

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)  
BCom DEGREE EXAMINATION DECEMBER 2018  
(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 What is Management?
- 2 Define Scientific Management.
- 3 What is known as MBO?
- 4 Define Decision Making.
- 5 What is meant by Organisational Structure?
- 6 What is Authority?
- 7 Define Staffing?
- 8 What is Transfer?
- 9 Write hygiene factors in Herzberg theory.
- 10 What do you mean by Budgeting?

**SECTION - B (25 Marks)**

Answer ALL Questions

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

- 11 a Describe the functions of different levels of Management.  
OR  
b Differentiate between administration and management.
- 12 a' Explain the steps followed in a planning process.  
OR  
b Discuss the advantages in setting objectives.
- 13 a Explain the principles of good organisation.  
OR  
b Describe the methods of departmentation.
- 14 a Write a note on the qualities of a Leader.  
OR  
b What are the objectives of Training?
- 15 a List out the types of motivation.  
OR  
b What are the requirements of a good control system?

**SECTION - C (30 Marks)**

Answer any THREE Questions

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

- 16 Discuss the principles of Henry Fayol.
- 17 What are the characteristics of Planning?
- 18 Write short note on Staff Organisation.
- 19 Discuss the types of leaders in Management.
- 20 Enumerate Maslow's need hierarchy.