

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2019
(First Semester)

Branch-LOGISTICS

PRINCIPLES OF MANAGEMENT

: Three Hours

Maximum: 75 Marks

SECTION-A aO Marks]

Answer ALL questions

ALL questions carry EQUAL marks

(10x1 = 10)

Management is _____ .

- (i) An art (ii) A science
(iii) An art and science (iv) An art not science

To be a successful manager, a manager should be familiar with _____
concept.

- (i) Psychology (ii) Economics
(iii) Commerce (iv) All of the above

The term span of management is also known as _____

- (i) Span of business (ii) Span of control
(iii) Span of activity (iv) Span of planning

MBO means _____ .

- (i) Manufacturing Business Objects (ii) Management By Objectives
(iii) Managing Business Objectives (iv) Management By Obstacles

_____ is related to the purpose of directing.

- (i) Unity of command (ii) Managerial communication
(iii) Maximum individual contribution (iv) Principle of leadership

Motivational factors are also known as _____ .

- (i) Satisfiers (ii) Achievement
(iii) Recognition (iv) Responsibility

Organizing process does not involve one of the following element _____ .

- (i) Departmentation (ii) Delegation of authority
(iii) Fixing responsibility (iv) Appraisal of subordinate

Which one of these can be delegated?

- (i) Power (ii) Authority
(iii) Responsibility (iv) Accountability

Which one of the following factors is not important in organization design?

- (i) Environment (ii) Strategy
(iii) Informal relationships (iv) Technology

Economic and monetary policies represent example of _____ policy.

- (i) Formulated (ii) Implied
(iii) Imposed (iv) Appealed

Cont...

SECTION - B (35 Marks)

Answer **ALL** Questions

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

- 11 a Discuss the characteristics and scope of management.
OR
b What is skill? Write the role of the managerial skills.
- 12 a State the meaning of planning. How to get the strategic planning?
OR
b Explain the types of decision making.
- 13 a Highlight the principles of motivational theories.
OR
b Point out the advantages of training and development.
- 14 a Draw and explain the model of organisational structure.
OR
b Distinguish between formal and informal organisation.
- 15 a What is business ethics? Write the benefits of business ethics.
OR
b “Management challenges in 21st century”-Discuss.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 ‘Management as a Science or Art or Profession’-Discuss.
- 17 Describe the programmed and non-programmed decisions.
- 18 What is recruitment? Explain the sources of recruitment.
- 19 What are the differences between delegation and decentralisation?
- 20 Expand SWOT analysis and explain the objective of SWOT analysis.

Z-Z-Z

END