

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

**BCom DEGREE EXAMINATION MAY 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 Define Management.
- 2 What is Scalar chain?
- 3 What is planning?
- 4 What do you mean by MBO?
- 5 What is Delegation?
- 6 What do you mean by Departmentation?
- 7 What is Promotion?
- 8 What is Training?
- 9 Define Motivation.
- 10 What is meant by co-ordination ?

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- 11 a Difference between Administration and Management.
OR
b "Management is an art - Comment.
- 12 a Discuss the types of Planning.
OR
b Describe the characteristics of Decision making.
- 13 a Explain the nature of Organisation.
OR
b Explain the importance of Departmentation.
- 14 a Discuss the elements of Staffing.
OR
b Explain the importance of Selection.
- 15 a Explain the Maslow's theory of Motivation.
OR
b Discuss the types of co-ordination.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Explain the contributions of Henry Fayol towards management.
- 17 Explain the advantages and limitations of MBO.
- 18 Explain the importance of Organization.
- 19 Explain the qualities of a Leader.
- 20 Explain the techniques of Control.