

QP CODE

B1004

Enrollment Number:

Name:

FOUR YEAR UNDER GRADUATE DEGREE EXAMINATIONS, APRIL 2025

First Semester

B.B.A (Honours)

SGB24BB101MC – Principles of Management

(2024 July admissions)

Time: 3 Hours

Max Marks: 70

Section A

Answer any eight of the following questions in a word or sentence each. Each question carries 1 mark.

1. Write any two features of management.
2. List any two objectives of management.
3. Mention the name of the management principle that focuses on dividing work among individuals.
4. Who is the father of Human Relations Theory of management?
5. Name the term used to denote general programme of action towards the attainment of comprehensive objectives.
6. What do you know about job specification?
7. Expand the term ERG.
8. Mention the purpose of trait theory.
9. Name the factors of two factor theory.
10. Name a project management technique used for controlling.

(1X8=8)

Section B

Answer any six of the following questions in two or three sentences each. Each question carries 2 marks.

11. List out any two differences between policies and procedures.
12. Mark any two essentials of a good plan.

13. What is delegation of authority?
14. List out the factors influencing job design.
15. What are the objectives of manpower planning?
16. Mention any two qualities of a good leader.
17. What is responsibility accounting?
18. List out the different training methods.

(2X6=12)

Section C

Answer any six of the following questions in one page each. Each question carries 5 marks.

19. Explain the Mintzberg's managerial roles.
20. Describe the different techniques of scientific management.
21. Write a short on Likert's four system of management.
22. Describe the types of organisations.
23. Discuss the benefits and limitations of External recruitment.
24. Explain the elements of directing function.
25. Describe the obstacles of controlling.
26. Explain the merits of budgetary control.

(5X6=30)

Section D

Answer any two of the following questions in three pages each. Each question carries 10 marks.

27. What is Performance appraisal? Elucidate the methods of performance appraisal.
28. Discuss the barriers to effective communication and explain the methods to overcome the barriers.
29. Compare and contrast the techniques of controlling.
30. Discuss the responsibilities and functions of supervisors.

(10X2=20)