

QP CODE

Enrollment Number:

M1016

Name:

BBA DEGREE EXAMINATIONS, OCTOBER 2025

First Semester

B.B.A

B21BB01DC – Principles of Management

(Supplementary/Improvement)

(2023 July Admissions)

Time: 3 Hours

Max Marks: 70

Section A

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

1. Why management is called a Social process?
2. What is meant by Sensitivity training?
3. How is a Rule different from a Policy?
4. What is Contingency Approach of management?
5. The formula for determining optimum span of control was given by
6. Who are Status quo leaders?
7. What are the different levels of need according to Maslow?
8. What is meant by Affiliation Motivation?
9. What is meant by Synergy?
10. What is meant by Span of Supervision?
11. What is Grapevine communication?
12. What is meant by Silent language?
13. What is CVP Analysis?
14. Which techniques are used to plan, schedule and control complex projects?
15. What is a Responsibility Center?

(1X10=10)

Section B

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

16. What are the major principles of Scientific Management?
17. List the essentials of a good Plan.
18. What are the different types of Recruitment? Give any two advantages of each.
19. Comment on ERG theory.
20. Write on the types of Situational leadership styles.

21. List the different roles played by a manager according to Mintzberg.
22. List out the qualities of a good Supervisor.
23. What are the different channels used for effective communication in an organization?
24. What is centralization?
25. List the steps to be followed for conducting a Management Audit of an organization.

(2X5=10)

Section C

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

26. Explain Likert's four system of Management.
27. What is Training? Explain the prominent methods of training.
28. Explain Maslow's Need Hierarchy Theory. How is it different from Mc Gregor's Theory X and Theory Y?
29. Briefly explain the barriers of effective communication.
30. Distinguish between Administration and Management.
31. Explain briefly the different modern techniques of Controlling.
32. What is Control? Explain the types of Control.
33. What is Break Even Analysis? Explain its merits and demerits.

(5X4=20)

Section D

Answer any two of the following questions in three pages each. Each question carries 15 marks.

34. Explain briefly the evolution of Management Thoughts.
35. Comment on the objectives and types of Planning and explain the Planning Process.
36. Explain briefly the different theories of Motivation.
37. What is Communication? Explain the different types along with its merits and demerits and the principles to be followed for effective communication.

(15X2=30)