



K18P 0760

Reg. No. : .....

Name : .....

**Second Semester M.C.A. Degree (Regular/Supple./Improv.)**  
**Examination, July 2018**  
**(2014 Admission Onwards)**  
**MCA2C11 : PRINCIPLES OF MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **any ten** questions. **Each** question carries **three** marks.

1. Explain the importance of the management.
2. Discuss the key factors of Systems Approach of Management.
3. What are the essential skills needs for the managers ?
4. Define and explain the importance of leadership.
5. Write a note on motivational theories.
6. Write a note on formal communication.
7. Explain the scope of organizational behavior.
8. Explain the importance of Organizational Behavior (OB).
9. Explain the term Brand Equity.
10. Write a note on pricing strategies.
11. Discuss on the limitations of financial accounting.
12. What are the principles of accounting ?

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SECTION – B

Answer all questions. Each question carries ten marks.

13. a) i) Explain in detail SWOT analysis. (6+4)  
ii) Explain management functions.  
OR  
b) What are the major advantages and disadvantages of informal organizations from the viewpoints of management and workers ? 10
14. a) i) Explain in detail selection process. (5+5)  
ii) Write a note on effective communication.  
OR  
b) Define controlling, list its objectives and explain features of a good control system. 10
15. a) What is team ? What are the different types of team in an organization ? Explain the process of team building. 10  
OR  
b) Explain in detail models of organizational behavior (OB). 10
16. a) Explain in detail customer relationship management. 10  
OR  
b) Explain in detail product life cycle. 10
17. a) Define depreciation and explain different methods of depreciation. 10  
OR  
b) i) Write a note on double entry system.  
ii) Explain functions of management accounting. (5+5)