



K15U 0075

Reg. No. :

Name :

III Semester B.B.A. Degree (CCSS – Supple./Imp.)

Examination, November 2015

BBA Core Course

3B05 BBA : MANAGEMENT PRINCIPLES

(2013 and Earlier Admissions)

Time : 3 Hours

Max. Weightage : 30

PART-A

This Part consists of **two** bunches of questions carrying **equal** weight of **one**.
Each bunch consists of **four** objective type questions. Answer **all**.

- I. 1) One person receive order only from one supervisor is known as
- | | |
|-----------------------|---------------------|
| a) Unity of Direction | b) Scalar principle |
| c) Unity of Command | d) None |
- 2) System approach of management is an
- | | |
|----------------|---------------------|
| a) Open system | b) Adaptive system |
| c) Sub system | d) All of the above |
- 3) Control premises include
- | | | | |
|-----------|---------|-------------|----------|
| a) Strike | b) Wars | c) Staffing | d) Rules |
|-----------|---------|-------------|----------|
- 4) _____ is the degree of discretion conferred on people to make it possible for them to use their judgement
- | | |
|-------------------|---------------------|
| a) Accountability | b) Authority |
| c) Responsibility | d) All of the above |
- (W = 1)**

II. Fill in the blanks.

- 5) F.W. Taylor was against payment of wages on _____ basis.
- 6) _____ is the harmonious blending of the activities of the different departments.

P.T.O.



7) Authority delegation is key to _____

8) _____ is a payment or concession to stimulate greater output or investment (W = 1)

PART – B

Answer **any eight** questions in **one** or **two** sentences **each**. **Each** question carries a weightage of **one**.

9. "Management is a Profession". Explain.
10. What do you mean by lower level management ?
11. Explain the concept of "Replacement of rule of thumb".
12. What is Unity of Direction ?
13. "Planning is an intellectual concept". Explain.
14. Explain the meaning of "Cooperative relationship concept of organisation".
15. What is Departmentation by Territory ?
16. Explain span of management.
17. What do you mean by behavioural theory of leadership ?
18. Explain "Free-rein leadership". (W : 8×1=8)

PART – C

Answer **any six** questions. Answer **not** to exceed **one** page. **Each** question carries a weightage of **two**.

19. What is the theory of 'y' ?
20. Explain management process school.
21. State the functions of middle level management.



22. What are the functions performed by a leader ?

23. Explain the pre requisite of a control systems.

24. State the factors affecting span of management.

25. Explain the principles of effective Co-ordination.

26. State the elements of direction.

(W : 6×2=12)

PART – D

Answer **any two** questions. **Each** question carries a weightage of **four**. Answer **not** exceed **four** pages.

27. What is planning ? State the steps of Planning.

28. Explain Centralisation. State the disadvantages of Centralisation.

29. Define Motivation. State the features of Motivation.

(W : 2×4=8)
