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**Credit Based I Semester B.B.A./B.B.M. Degree Examination,
November/December 2018
(2012 Scheme)**

PRINCIPLES OF MANAGEMENT

Max. Marks : 80

Time : 3 Hours

- Instructions :** 1) **A single booklet containing 40 pages will be issued.**
2) **No additional sheets will be issued.**

SECTION – A (1 mark each)

(1×10=10)

1. Answer **any ten** of the following questions.
- What do you mean by conceptual skills?
 - What do you mean by span of management ?
 - What is centralisation of authority ?
 - What do you mean by strategy ?
 - What is 'Break-even-point' ?
 - Write the meaning of organisational manual.
 - Give the meaning of "Esprit-de-corps".
 - What are circular charts ?
 - What do you mean by Laissez faire leadership ?
 - What is line organisation ?
 - What is meant by departmentation ?
 - Give the meaning of KAIZEN.

SECTION – B (5 marks each)

(5×5=25)

Answer **any five** of the following questions.

- Explain the process of M.B.O.
- Mention important reasons why people resist change.
- Explain the different stages in decision making process.



5. What do you mean by motivation ? Explain the importance of motivation.
6. Distinguish between centralisation and decentralisation of authority.
7. Explain the qualities of a good leader.
8. Explain the barriers to communication.

SECTION – C (15 marks each)

Answer the following questions.

(15×3=45)

9. What do you understand by planning ? Explain the merits and demerits of planning and suggest measures to over come limitations of planning.

OR

What is meant by organisation ? Explain the principles of sound organisation.

10. Explain the importance of control in a business enterprise. Discuss briefly the process of control. What are the requirements of an effective control system ?

OR

Explain the concept of management. Explain its nature and significance.

11. a) What is co-ordination ? What is the need for co-ordination in a organisation ? * **8**
- b) Case : **7**

Indian Industries Limited (IIL) a large public limited company is keen on developing human resources, and in pursuance of this objective. It had adopted a policy to financially support executives and supervisors to enroll for recognised post-graduate professional courses in engineering, technology etc. The financial support is towards reimbursement of tuition and examination fees.

IIL has about 1000 executives and supervisors and of these 650 belong to engineering discipline. It has a computer and data processing unit which employs 25 professionals.

The IIL professionals have welcomed the HRD policy and even the non-engineering professionals feel that the future benefits of the progressive policy would be made available to them also.

Mr. Ram Lal (32) is a brilliant computer professional is a recipient of the financial benefits under IIL scheme got admission to Master degree



in Computer Application (MCA) and he is a promising executive of the organisation. He has been entrusted a responsible and prestigious assignment on computer programming.

Mr. Ram Lal's good performance at the university has attracted other employers and he has been offered a job with 25 percent increase in emoluments. IIL does not wish to let Ram Lal leave the organisation particularly because he was associated with an activity so important for the organisation. But this would displease other executives of IIL who insist that any upgradation in status and salary be on performance and seniority only.

Some executives suggest that IIL be required to sign a bond to serve the organisation for 5 years. If they avail of the HRD scheme

- 1) Should Mr. Ram Lal be given a raise in status to enable him to stay in the organisation ?
 - 2) Should IIL insist on execution of a 5 years bond by the employees who avail the benefits under HRD scheme ?
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