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BBABMC 134

I Semester B.B.A. Degree Examination, October/November 2019

(Choice Based Credit System)

(2019 Scheme)

Sri Dharmasthala Manjunatheswara
College of Business Management Library
MANGALORE - 575 003

PRINCIPLES OF MANAGEMENT

Time : 3 Hours]

[Max. Marks : 120

Instructions :

1. Section A – Answer is not more than 1 page each.
2. Section B – Answer in not more than 2 pages each.
3. Section C – Answer in not more than 6 pages each.

SECTION – A

Answer **any four** from the following questions. Each question carries **6** marks. **(4 × 6 = 24)**

1. Is management an art, science or profession? Explain.
2. Distinguish between centralization and decentralization of authority.
3. Distinguish between management and administration.
4. Explain the nature of planning.
5. Explain the qualities of a good leader.
6. Explain the significance of staffing.
7. Explain the process of control.



SECTION – B

Answer **any four** questions. Each question carries **12** marks.

(4 × 12 = 48)

8. What is M.B.O? What are its merits and limitations?
9. What is management? What are its nature and significance?
10. What is planning? Explain the steps involved in planning process.
11. Explain the functional foremanship as suggested by F.W. Taylor.
12. Explain briefly the process of staffing function.
13. What do you mean by organization? Explain its principles.
14. Explain the different leadership styles.

SECTION – C

Answer **any two** questions. Each question carries **24** marks.

(2 × 24 = 48)

15. Explain the principles of management as suggested by Henry Fayol.
16. What is line and staff organizational structure? Explain its merits and limitations.
17. Explain the limitations of planning and suggest measures to overcome the limitations.
18. (a) Explain the importance of control in a business enterprise. **(12)**
(b) Case :

The Chairman of Sky Jet Airlines, considering the costs were getting out of control, as the company grow, appointed a brilliant young man, as an assistant, who was a certified public accountant. The assistant was told about the company's problem of rising costs and was asked to solve the problem.



After a number of studies, assistant found many sources of inefficiency in the various departments and initiated a number of changes in operating practice and reported that if these changes are implemented the company can save crores of rupees.

Just, when these cost saving programmes were being implemented, the Vice-President incharge of operations, maintenance and jobs insisted Chairman that the assistant be discharged.

Questions :

- (a) Why the Vice President insisted Chairman to discharge the assistant who was doing so were?
- (b) Suggest measures to the Chairman to overcome the problems.

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