

Reg. No.

--	--	--	--	--	--	--	--	--	--

BBMBMC 107

**Credit Based First Semester B.B.M. Degree Examination, Oct./Nov. 2012
(2012-13 Batch) (New Syllabus)
PRINCIPLES OF MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

Note : A single answer booklet containing 40 pages will be issued.
No additional sheets will be issued.

Instruction : Question No. 11 is compulsory. Shri Dharmasthale Manjunatheshwara
College of Business Management Library
MANGALORE - 575 003

SECTION – A (One Mark Each)

1. Answer any ten of the following questions in 1 or 2 sentences each : (1×10=10)
- Who is the father of modern management ? *Henri*
 - What do you mean by "Human Skills" ?
 - Explain the principle of "Scalar Chain" ?
 - What is "MIS" ?
 - What is "SWOT analysis" ?
 - Mention "Graicunas formula for span of control".
 - Define "Organisation".
 - What is meant by departmentation ?
 - What do you mean by "Planning Premises" ?
 - Mention any two control techniques.
 - What is "Delegation of authority" ?
 - Explain the term "Staffing".

SECTION – B (5 Marks Each)

Answer any five of the following questions in not more than 2 pages each : (5×5=25)

- Write a note on "Functional Foremanship".
- Distinguish between "Management and administration".
- Explain the importance of "Co-ordination" in management.
- Define M.B.O. and explain its features.
- What is 'Organisational Manual' ? Bringout the contents of organisational manual.
- What should be the qualities of a good leader ?
- Explain the characteristics of management as a profession.

P.T.O.



SECTION – C (15 marks each)

Answer the following questions in **not more than 6 pages each** :

(15×3=45)

9. "Management is a distinct process, consisting of planning, organising, actuating and controlling performance to determine and accomplish objectives by the use of people and resources". In the light of this, explain the meaning and nature of management.

OR

"Planning is fundamentally choosing and a planning problem arises when an alternative course of action is discovered". Elucidate and discuss the steps involved in planning process.

10. Explain in detail the steps involved in the process of control. Briefly explain any four control techniques.

OR

Explain the principal contributions of F.W. Taylor in the field of management.

11. a) What is decision making ? Explain the steps in decision making process. 8

- b) The President of Das Airlines seeing that costs were getting out of control as the company grew, brought in an Assistant, a Brilliant Young Man, 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.

The new assistant gathered staff of high quality industrial engineers, financial analysts and recent top graduates from one of the nation's best known graduate schools of business administration. After laying out the company's problem, he assigned them to investigate cost problems and management methods in the airlines operation, maintenance, engineering and sales department.

After investigation, he made many reports to the president outlining in detail the inefficiencies his staff had found and the measures to be taken to correct them.

Just as these cost saving programmes were being implemented. The vice president of the company descended on the president. He insisted that the assistant be discharged.

Questions :

- 1) What made the Vice-President insist upon discharge of the assistant ? 4

- 2) Explain how the problems can be overcome. 3