

Reg. No.

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BBMBMC 107

**Credit Based First Semester B.B.M. Degree Examination, Oct./Nov. 2014
(2012-13 Batch Onwards)
PRINCIPLES OF MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

Instructions : A single answer booklet containing **40** pages will be **issued**.
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 ?
- Explain the principle of Equity.
- Mention two benefits of Planning.
- What are circular charts ?
- State any two differences between formal and informal organisations.
- Explain the term management audit.
- What is break even point ?
- Expand SWOT.
- Give the meaning of organisational manual.
- Mention any two principles of coordination.
- What do you mean by span of management ?
- What is morale ?

SECTION – B (5 marks each)

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

- Critically evaluate the centralisation and decentralisation of organisation.
- What do you mean by staffing ? How is it important to an organisation ?
- Explain the essentials of good control system.
- What is MBO ? Explain its merits and limitations.

P.T.O.



6. Explain in brief any five barriers to communication in industrial organization.
7. Write a note on "F.W. Taylor's Scientific Management".
8. Mention important reasons why people resist change.

SECTION – C (15 marks each)

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

(15×3=45)

9. Write an explanatory note on the contributions of Henry Fayol to Modern management.

OR

Explain the concept of management. Discuss the nature and scope of management and the characteristics of management as a profession.

10. What do you understand by planning ? Explain the merits and demerits of planning and suggest measures to overcome the limitations of planning.

OR

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

11. a) Discuss the process of decision making as an effective tool of managerial control.

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b) **Case :**

Goenka brothers has 200 workers, one General Manager, one Assistant General Manager and three working engineers.

Rajnath Goenka, General Manager appointed on merit. Mr. Anthony, Mr. Rashid and Mr. Peter were qualified engineers.

Mr. Sourya Goenka was appointed as Assistant General Manager on seniority basis. When Mr. Anthony was assisting Mr. Sourya Goenka, conflict used to arise because of complexes.

After realising the usefulness of Mr. Anthony, Mr. Sourya Goenka recommended him for the post of Assistant General Manager after his retirement which is due.

As this news spread, other engineers also claimed promotion.

Questions :

- 1) Whether Mr. Sourya Goenka has taken the right decision ? Give reasons. **3**
- 2) Also give reasons if your opinion is 'No'. **4**