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**BBMBMC 107**

**Credit Based I Semester B.B.M. Degree Examination,  
November/December 2015  
(2012 Scheme)**

**PRINCIPLES OF MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

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

**SECTION – A**

1. Answer any ten of the following questions. (1 mark each) (1×10=10)
- Define Management.
  - What do you mean by staffing ?
  - What is delegation of authority ?
  - Give the meaning of division of labour.
  - What is organizing ?
  - Write the meaning of centralisation.
  - What is Esprit-de-corps ?
  - Write the meaning of organizational manual.
  - What is span of control ?
  - Give the meaning of KAIZEN.
  - What do you mean by programme ?
  - Write any two merits of decision-making.

**SECTION – B**

- Answer any five of the following questions. (5 marks each) (5×5=25)
- Is management a profession ? Explain.
  - Explain the principles of scientific management.

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4. Briefly explain the barriers to communication.
5. Explain the process of MBO.
6. Explain the importance of co-ordination.
7. Write a note on line organization.
8. Explain the different styles of leadership.

## SECTION – C

Answer the following questions. (15 marks each)

(15×3 = 45)

9. What is line and staff organization ? Explain its merits and demerits.

OR

Explain the contribution of Henry Fayol to the modern management.

10. What is planning ? Explain various steps involved in planning process.

OR

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

11. a) Explain the importance of motivation.

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- b) 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 sales insisted chairman that the assistant be discharged.

- 1) Why the Vice President insisted chairman to discharge the assistant who was doing so well ?
- 2) Suggest measures to the chairman to overcome the problems.

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