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BBABMC 107/BBMBMC 107

**Credit Based I Semester B.B.A./B.B.M. Degree Examination, Oct./Nov. 2017
(2012 Scheme)
PRINCIPLES OF MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

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

SECTION – A (1 mark each)

1. Answer **any ten** of the following questions : **(1×10=10)**
- What is management ?
 - What do you mean by delegation of authority ?
 - What is MIS ?
 - What do you mean by centralisation ?
 - What is formal organization ?
 - State any two principles of co-ordination.
 - Write the meaning of order.
 - What is Esprit-de-Corps ?
 - Write the meaning of planning premise.
 - What is motivation ?
 - What do you mean by TQM ?
 - What is morale ?

SECTION – B (5 marks each)

Answer **any five** of the following questions : **(5×5=25)**

- Define MBO and explain its features.
- What are the qualities of a good leader ?

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4. Explain the importance of motivation.
5. What are the advantages of decision making ?
6. Write a note on scientific management.
7. Explain the process of control.
8. Explain the significance of staffing.

SECTION – C (15 marks each)

Answer the following questions :

(15×3=45)

9. What do you mean by organization ? Explain its principles.

OR

Explain the concept of management. What are its nature and significance ?

10. What is planning ? Explain various types of plans.

OR

What is control ? Briefly explain the requirements of an effective control system.

11. a) Explain different styles of leadership.

b) Mr. Mohan Lal started a music cassette recording company on a very small scale. In a short span of 5 years, his company's sales almost equalled the combined sales of the then three leading music recording companies in the country. This could be made possible because of Mr. Lal's business acumen, extra ordinary managerial skills, imaginative sales promotion, programmes and above all his ear for good music and lower overhead expenses.

Encouraged by the enormous success of his music recording company, Mr. Lal ventured into other manufacturing activities. Throughout this period Mr. Lal found it difficult to delegate authority and continued making all final decisions on new products, product plans, capital budgeting, advertising, pricing policies, sales plans, staffing and other matters. Senior executives started feeling frustrated due to the chairman's unwillingness to delegate authority. Some of the newly set up units, which turned out to be non-profitable were closed down after a few years of their setting up.

Questions :

- a) What could have been the possible reasons of Mr. Lal's reluctance to delegate authority ?
 - b) How you would have convinced Mr. Lal about the utility of delegating authority ?
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