



K20P 0554

Reg. No. :

Name :

II Semester M.C.A. Degree (CBSS – Reg./Suppl./Imp.)
Examination, May 2020
(2014 Admission Onwards)
MCA 2C11 : PRINCIPLES OF MANAGEMENT

Time : 3 Hours

Max. Marks : 80

- Instructions :** 1) Answer **any ten** questions from Section – A. **Each** question carries **three** marks.
2) Answer **all** questions from Section – B. **Each** question carries **ten** marks.

SECTION – A

Note : Answer **any ten** questions. **Each** question carries **three** marks :

1. Define management.
2. List the contributions of Fayol towards management.
3. What is organizing ?
4. State two important characteristics of Directing.
5. What are the characteristics of control ?
6. What are the basic steps involved in the process of controlling ?
7. Define organization behaviour.
8. Define personality.
9. Define attitude. How it is formed ?
10. Define the term job satisfaction and job involvement.
11. Write a note on trial balance.
12. Write a note on final account.

(10×3=30)

P.T.O.



SECTION – B

Note : Answer **all** questions. **Each** question carries **ten** marks :

13. a) What is the role of scientific management in the modern era ? Explain. **10**
 OR
 b) Define MBO. Explain the process of MBO with the merits and demerits. **10**
14. a) Explain the steps in the process of controlling. **10**
 OR
 b) Explain different styles of leadership based on authority. Explain them critically. **10**
15. a) Explain the nature and scope of OB. Explain the organizational behaviour models. **10**
 OR
 b) i) Discuss various types and sources of attitude in brief. **5**
 ii) Discuss the various dimension and domain of values. **5**
16. a) What constitutes good marketing research ? Explain. **10**
 OR
 b) What is brand equity ? How is brand equity measured and managed ? Explain. **10**
17. a) Define Accounting and explain various concepts and conventions of accounting in detail. **10**
 OR
 b) Define depreciation and explain the different methods of depreciation. **10**
- (5×10=50)**