



K17P 1143

Reg. No.: .....

Name : .....

Second Semester M.C.A. Degree (Regular/Supplementary/Improvement)  
Examination, July 2017

MCA2C11 : PRINCIPLES OF MANAGEMENT  
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

**Instructions :** 1) Section – A : Answer any ten questions, each question carries three marks.

2) Section – B : Answer all questions, each question carries ten marks.

SECTION – A

Answer any ten questions, each question carries three marks.

1. What are the essential skills of managers?
2. Define scientific management.
3. What are the important observations subjected about planning?
4. Write a note on staffing.
5. What are the elements of directing?
6. Define and explain the importance of leadership.
7. Explain the scope of organizational behaviour.
8. Write a note on team building.
9. Explain the importance of marketing management.
10. Explain the term brand equity.
11. Discuss the limitations of financial accounting.
12. Write a note on trial balance.

P.T.O.



SECTION - B

Answer all questions. Each question carries ten marks.

- 13. a) Explain the various forms of business organizations. 10  
OR
- b) What is the role of scientific management in the modern era explain. 10
- 14. a) Explain in detail selection process. 5  
b) Explain the characteristics of motivation. 5  
OR
- c) With a neat diagram explain the communication process and barriers to effective communication. 10
- 15. a) Explain in detail key elements of organizations behaviour. 10  
OR
- b) Define group cohesiveness. Explain the relationship between group cohesiveness and productivity. 10
- 16. a) Explain the complete life cycle of a product. 10  
OR
- b) Write a note on marketing research. 5  
c) Write a note on customer relationship management. 5
- 17. a) Define depreciation and explain the different methods of depreciation. 10  
OR
- b) What are the principles of accounting. 5  
c) Write a note on subsidiary books. 5