



**K25U 3416**

Reg. No. : .....

Name : .....

**First Semester B.B.A./B.B.A.(RTM)/B.B.A.(AAM) Degree (C.B.C.S.S. –  
O.B.E.-Supplementary) Examination, November 2025  
(2019 to 2023 Admissions)**

**Core Course**

**1B01BBA/BBA(RTM) : PRINCIPLES AND PRACTICE OF MANAGEMENT**

Time : 3 Hours

Max. Marks : 40

**SECTION – A**

Answer **all** questions. **Each** carries **1** mark.

1. Define administration.
2. What is meant by spirit de corps ?
3. Define strategy.
4. What do you mean by line organisation ?
5. Define centralization.
6. Define staffing.

**(6×1=6)**

**SECTION – B**

Answer **any six** questions. **Each** question carries **2** marks.

7. What are the functions of top level management ?
8. State any four schools of management thought.
9. State the meaning of formal and informal organisations.
10. Define objectives. State its features.
11. Discuss the process of decision making.
12. State the significance of directing.

**P.T.O.**



13. Discuss the steps in controlling.
14. What are the difference between BPO and KPO ? (6×2=12)

SECTION – C

Answer **any four** questions. **Each** question carries **3** marks.

15. Discuss the evolution of management thought.
16. Explain the scope of management.
17. What are the principles of organising ?
18. Discuss the principles of direction.
19. Explain the importance of co-ordination.
20. What is work life balance ? State its benefits. (4×3=12)

SECTION – D

Answer **any two** questions. **Each** question carries **5** marks.

21. What is scientific management ? Explain its features.
22. Define planning. Explain the steps in planning.
23. What is controlling ? Discuss the techniques of controlling.
24. Define stress management. Discuss its techniques. (2×5=10)