



K17U 2568

Reg. No. :

Name :

I Semester B.B.A./B.B.A.R.T.M./B.B.A.T.T.M. Degree (CBCSS –
Reg./Supple./Improv.) Examination, November 2017
(2014 Admn. Onwards)

CORE COURSE

**1B01 BBA/BBA(RTM)/BBA(TTM) : Principles and Practices of
Management**

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. **Each** question carries ½ mark :

1. MBO stands for _____
2. The assumptions which form the basis of planning are called _____
3. _____ is looking into the future.
4. Lower level management is also called _____ (½×4=2)

SECTION – B

Answer **any 4** questions. **Each** question carries 1 mark.

5. Mention any four qualities of a good leader.
6. What is Authority ?
7. Outline the relationship between Planing and Controlling.
8. What is Staffing ?
9. What are the elements of Direction ?
10. What is co-ordination ? (1×4=4)

P.T.O.



SECTION – C

Answer **any 6** questions. **Each** question carries **3** marks.

11. State the different styles of Leadership.
12. Explain McGregor's Theory X and Theory Y.
13. Distinguish between Centralisation and Decentralisation.
14. Describe the process of control.
15. Explain the nature and characteristics of Management.
16. State the levels of management and explain the functions of each level.
17. Explain importance of Planning in Business.
18. "Co-ordination is the essence of Management" Explain. (3×6=18)

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Explain the general principles of management. Compare the contributions of Taylor and Fayol in the field of management.
 20. Explain in detail the different methods and tools of control.
 21. Explain Maslow's theory of motivation. (8×2=16)
-