



K19P 0920

Reg. No. :

Name :

II Semester M.C.A. Degree (Reg./Suppl./Imp.)
Examination, July 2019
(2014 Admission Onwards)
MCA2C11 : PRINCIPLES OF MANAGEMENT

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. Briefly explain the essential skills required for a manager.
2. Discuss MBO and its key features.
3. State the various steps in planning.
4. What are the elements of directing ?
5. Explain the various steps involved in Controlling.
6. Write a note on motivational theories.
7. Write a note on team building.
8. Explain the scope of Organizational Behavior (OB).
9. Explain Global Marketing.
10. Write a note on sales promotions.
11. Explain the objectives for providing depreciation.
12. What are the principles of accounting ?

P.T.O.



SECTION – B

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

13. a) Explain in detail different levels of management. **10**
OR
b) What is the role of scientific management in the modern era explain. **10**
14. a) Explain in detail staffing process. **10**
OR
b) With a neat diagram explain the communication process and barriers to effective communication ? **10**
15. a) Define group cohesiveness. Explain the relationship between group cohesiveness and productivity. **10**
OR
b) Explain in detail models of Organizational Behavior (OB). **10**
16. a) Explain the various sales promotion tools. **10**
OR
b) i) Explain in detail pricing strategies.
ii) Write a note on marketing research. **(5+5)**
17. a) What are the various subsidiary books in accounting ? Explain the preparation of purchases day book and sales day book. **10**
OR
b) i) Write a note on subsidiary books.
ii) Explain functions of management accounting. **(5+5)**