



K16P 0820

Reg. No. :

Name :

**II Semester M.C.A. Degree (Reg./Supple./Improve.)
Examination, July 2016
(2014 Admn. Onwards)
MCA 2C11 : PRINCIPLES OF MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

SECTION - A

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

1. What are the difference between Delegation and Decentralization ?
2. Explain the Levels of Management.
3. Write the importance of SWOT Analysis.
4. Which are the external sources of recruitment ?
5. What is formal and informal communication ?
6. Why is control needed in an organization ?
7. Explain the importance of Group Behaviour.
8. What are the key elements of Organizational Behaviour ?
9. Define Brand Equity.
10. Explain the role of Marketing Research.
11. What do you mean by Depreciation ?
12. What are the objectives of Financial Accounting ?

(10×3=30)

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SECTION - B

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

13. a) Discuss Henry Fayol's Principles of Management.

OR

b) What is meant by Departmentation ? Explain the needs for and importance of Departmentation.

14. a) Discuss the Maslow's Need Hierarchy Theory. Compare and discuss the Maslow's and Herzberg's Theory of Motivation.

OR

b) Explain the steps involved in the process of controlling.

15. a) Explain emerging challenges and opportunities for organizational Behaviour.

OR

b) Define Team Building. Discuss its process.

16. a) Discuss the various stages of product life cycle and the marketing strategies appropriate in each stage.

OR

b) Explain the various pricing strategies that can be applied while determining the price.

17. a) Explain the Principles of Accounting.

OR

b) Explain different types of Subsidiary books.

(5×10=50)