

(6 pages)

Reg. No. :

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AMSL21**

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Second Semester

Business Administration / Shipping and Logistics

PRINCIPLES OF MANEGEMENT

(For those who joined in July 2020)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Management is _____
 - (a) Art
 - (b) a scinece
 - (c) both art and science
 - (d) None of the above

2. Which of the following is not a principle by Henry fayol
 - (a) Harmony not discord
 - (b) Division of work
 - (c) Unity of command
 - (d) Discipline

3. Prevasiveness of planning indicates that planning
 - (a) is a top management function
 - (b) extends throughout the organisation
 - (c) is a future-oriented activity
 - (d) is the first element of management process

4. Which one of the following is an importance of planning?
 - (a) Reducing uncertainty
 - (b) Identifying alternatives critically
 - (c) Developing leadership
 - (d) Selecting the most appropriate plan

5. Organising can be defined as
 - (a) Identifying and grouping various activities
 - (b) Establishing productive relations for the achievement of goals
 - (c) Both (a) and (b)
 - (d) None of the above

6. Responsibility flows from:-
- (a) superior to subordinate
 - (b) subordinate to superior
 - (c) None of the above
 - (d)
7. Which of the following is not a characteristic of directing?
- (a) Directing initiate action
 - (b) It is a continuous process
 - (c) Flows from top to bottom
 - (d) Ensuring order & discipline
8. Which of the following is the elements of directing?
- (a) Supervision
 - (b) Motivation
 - (c) Leadership
 - (d) All of the above
9. The controlling function is performed by
- (a) Top level management
 - (b) Lower level management
 - (c) Middle level management
 - (d) All of the above

10. Controlling function brings the management cycle back to the
- (a) Organising function
 - (b) Directing function
 - (c) Planning function
 - (d) None of the above

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are the basic principles of management?

Or

- (b) Write a short note on responsibilities of management.

12. (a) What is planning?

Or

- (b) “Planning is looking ahead and control is looking back” comment?

13. (a) Discuss the importance of organizing as a function of management.

Or

- (b) Write a note on line and staff organization.

14. (a) What does the direction function of management involve?

Or

- (b) What is meant by leadership?

15. (a) What is “control process”.

Or

- (b) Explain the meaning of budgetary control.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Discuss the role of management in achieving multiple integration in a business enterprise.

Or

- (b) What are the different levels of management? Describe the role of people at each level of management.

17. (a) “Planning is the essence of management; it is a management function”. Elucidate.

Or

- (b) Explain the process of planning.

18. (a) Define departmentation and explain the need of departmentation.

Or

- (b) What do you mean by organization chart? Explain.

19. (a) What are the essential characteristics of a good communication system?

Or

- (b) Discuss the information needs of the manager. How does the MIS contribute for effective management?

20. (a) Explain the nature of the problem of control in a manufacturing firm.

Or

- (b) Discuss various steps required in controlling process.
