



K18U 2212

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 2018
Core Course
1B01BBA(TTM)/BBA/BBA(RTM) : PRINCIPLES AND PRACTICE OF
MANAGEMENT
(2014 Admn. Onwards)

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. **Each** question carries $\frac{1}{2}$ mark.

1. Management is concerned with execution of _____
2. _____ is a French term which means 'Union is strength'.
3. _____ is a diagrammatical representation of various positions in a business unit and the formal relationship among them.
4. The expansion of PERT is _____ (1/2x4=2)

SECTION – B

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

5. Differentiate between administration and management.
6. What do you mean by strategy ?
7. What is delegation of authority ?
8. What is the nature of communication ?
9. What is effective co-ordination ?
10. Define forecasting.

(1x4=4)
P.T.O.



SECTION – C

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

11. Enlist the features of management.
12. Explain the characteristics of planning.
13. Outline the contribution of Henri Fayol to management thought.
14. Differentiate between formal and informal organisation with suitable examples.
15. What is leadership ? Bring out its importance in management.
16. Explain the different types of co-ordination.
17. Explain the different techniques of decision making.
18. Discuss the bases of departmentation. (3×6=18)

SECTION – D

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

19. Illustrate with appropriate examples the different barriers of communication.
 20. Discuss the guidelines to effective decision making.
 21. What is controlling ? Explain the characteristics of effective control. (8×2=16)
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