



M 7499

Reg. No. :

Name :

III Semester B.B.A. Degree (CCSS-Reg./Supple./Imp.)
Examination, November 2014
BBA – CORE COURSE
3B05 BBA : Management Principles

Time : 3 Hours

Max. Weightage : 30

PART – A

This Part consists of **two** bunches of questions, carrying **equal** weight of **one**. **Each** bunch consists of **four** objective type questions. Answer **all**.

- I. 1) The important aspect of behavioural approach :
- a) Motivation of employees
 - b) Leadership study of Managerial behaviour
 - c) Employee development
 - d) All of the above
- 2) Douglas Mc Greger is well known for
- a) X theory
 - b) Y theory
 - c) Social Psychologist
 - d) All of the above
- 3) External premises include
- a) Commitments for resource
 - b) Sales fore cast
 - c) Trends in population growth
 - d) None
- 4) _____ is an administrative process of getting things done by others by giving them responsibility.
- a) Authority
 - b) Decentralisation
 - c) Delegation
 - d) All of the above

(W =1)

P.T.O.



II. Fill up the blanks :

- 5) Taylor focussed his attention on _____ activities.
- 6) _____ is an emotion that prompts an individual into action.
- 7) The responsibility of a _____ does not decrease with delegation.
- 8) _____ is a reward for the effort put in . (W = 1)

PART – B

Answer **any eight** questions in **one or two** sentences **each**. **Each** question carries a weightage of **one**.

9. "Management is universal in character" – Explain.
10. What do you mean by middle management.
11. What is work study ?
12. Explain unity of command ?
13. Explain the "realistic" concept of planning.
14. What is division of work ?
15. What do you mean by departmentation by product ?
16. What is decentralisation ?
17. Explain trait theory of leadership.
18. What is participative leadership ? (W = 8×1=8)

PART – C

Answer **any six** questions. Answer not to exceed **one** page. **Each** question carries a weightage of **two**.

19. What do you mean by Theory 'X' ?
20. What is situational approach to management ? State its features.



21. Define top level management. State its functions.
22. Explain Herzberg's motivation theory.
23. State the pre requisites of a good control system.
24. Explain the features of planning.
25. State the factors affecting span of control.
26. Explain the principles of effective co-ordination. (W = 6×2=12)

PART – D

Answer **any two**. **Each** carries a weightage of **four**. Answer not exceed **four** pages.

27. Define leadership. State the importance of leadership.
 28. What is delegation of authority ? State its difficulties.
 29. What is direction ? State its principles. (W = 2×4=8)
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