

Reg. No. :

Name :

**First Semester B.B.A. LL.B. (Five Year Integrated) Degree Examination,
July 2026**

Paper III — PRINCIPLES OF MANAGEMENT

(2013 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Explain any **five** of the following in not more than **60** words. Each question carries **2** marks.

1. Line staff relationships
2. Decision making
3. Manager
4. Co-ordination
5. Departmentalization
6. Controlling
7. Managerial planning
8. Selection

(5 × 2 = 10 Marks)

II. Answer any **four** questions in not more than **120** words. Each question carries **4** marks.

9. Explain the nature of management with suitable examples.
10. Give a note on the motivation.
11. Point out the main features of Managerial Class.

12. Give a note on various components of planning.
13. Explain the importance of human resource development.
14. Discuss the concept of organisational structure.

(4 × 4 = 16 Marks)

III. Answer any **four** questions in not more than **150** words. Each question carries **6** marks.

15. Give a short essay on the role of management in economic development.
16. Define Management Objectives, and explain various qualitative and quantitative objectives associated with management.
17. What is performance appraisal? Discuss its methods..
18. Examine the role of decision-making in coordination. How can effective decision-making improve organisational harmony?
19. Discuss how the control cycle ensures continuous improvement in organisations.
20. Give a note on Span of management and factors influencing it.

(4 × 6 = 24 Marks)

IV. Answer any **three** questions. Each question carries **10** marks.

21. Write an essay on various Management Practices.
22. Explain the nature and purpose of organising in management. How does organising contribute to achieving organisational goals?
23. Discuss the key elements of recruitment and selection.
24. Describe the various methods of achieving coordination in an organisation. How do these methods improve efficiency?
25. Compare conventional and contemporary control techniques. Which is more effective in today's business environment? Justify your answer.

(3 × 10 = 30 Marks)