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Reg. No. : .....

Name : .....

**First Semester B.B.A. LL.B. (Integrated Five Year) Degree**

**Examination, April 2015**

**Paper – III : PRINCIPLES OF MANAGEMENT**

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) Management as a process
- 2) Objectives
- 3) Planning premises
- 4) Unity of command
- 5) Management by exception
- 6) Authority
- 7) Placement
- 8) Participative leadership.

**(5×2=10 Marks)**

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

- 1) Why is management considered as a profession ?
- 2) Explain the importance of planning in an organization.
- 3) What are the steps in organization ?
- 4) Explain the need and importance of staffing.
- 5) Distinguish between direction and supervision.
- 6) What are the steps in control process ?

**(4×4=16 Marks)**



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

- 1) Briefly explain the nature of management.
- 2) Explain the merits and demerits of Line Organization.
- 3) What is decentralization ? What are its advantages ?
- 4) Distinguish between administration and management.
- 5) What is informal communication ? State its advantages.
- 6) Define Job Analysis. Explain the methods used in Job Analysis.

**(4×6=24 Marks)**

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

- 1) Explain in detail various methods of training.
- 2) How manager is different from a leader ?
- 3) Management in modern business has become much more important. Give reasons.
- 4) Explain the tools of scientific management.
- 5) Explain in detail about MBO and state its merits and demerits.

**(3×10=30 Marks)**