

Reg. No. :

Name :

**First Semester (Five Year Integrated) B.B.A. LL.B. Degree Examination,
August 2019**

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. Levels of management
2. Planning
3. Directing
4. Control cycles
5. Delegation of authority
6. Informal organisation
7. Line and staff management
8. Performance appraisal

(5 × 2 = 10 Marks)

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

1. What do you mean by decentralisation? What are its advantages?
2. Explain the Hawthorne studies.
3. What do you mean by coordination? Distinguish between planning and co-ordination.

4. State the need and importance of directing in management.
5. Discuss the principles of organising.
6. Explain briefly the X and Y theory of Motivation.

(4 × 4 = 16 Marks)

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

1. Management is a trinity of arts, science and profession. Discuss.
2. Differentiate between formal and informal organisation.
3. What is the importance of management in the modern business world?
4. Explain Taylor's Scientific Management.
5. Discuss the different types of decision making.
6. State the need and significance of management training and development.

(4 × 6 = 24 Marks)

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

1. Define management. Discuss the nature and scope of management.
2. Explain the different schools of management thought
3. Explain briefly the conventional and contemporary control techniques.
4. "Coordination is the essence of management" Explain.
5. Define planning? What are its features? Discuss its importance in management.

(3 × 10 = 30 Marks)