



Reg. No. :

Name :

**First Semester Integrated B.B.A. LL.B. (5 Years) Degree Examination,
March 2014**

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) Contingency approach to management
- 2) Strategies
- 3) Forecasting
- 4) Span of management
- 5) Formal organizations
- 6) Centralization
- 7) Supervision
- 8) 'Grape wine'.

(5×2=10 Marks)

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

- 1) What are the important features of Scientific Management ?
- 2) Define planning. Explain its characteristics.
- 3) What are the factors which determine the span of management ?
- 4) State the objectives of manpower planning.
- 5) What are the principles of effective co-ordination ?
- 6) Explain Maslow's need hierarchy.

(4×4=16 Marks)



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

- 1) Distinguish between formal and informal organization.
- 2) What is Functional Organization ? What are its advantages ?
- 3) State the qualities of a successful leader.
- 4) What is formal communication ? Explain its limitations.
- 5) Briefly explain the importance of control.
- 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) Define organization. Explain the importance of organization.
- 2) Briefly explain the principles of management.
- 3) "Training can improve human resources", comment.
- 4) "Coordination is the essence of management". Explain.
- 5) What is leadership ? Explain in detail the various leadership styles. **(3×10=30 Marks)**

(5×2=10 Marks)

(4×4=16 Marks)