



Reg. No. : .....

Name : .....

**First Semester B.B.A. LL.B. (Five Year Integrated) Degree  
Examination, May 2016  
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 **two** marks.

- 1) Business
- 2) Non profit making organisation
- 3) Planning premises
- 4) Scalar chain
- 5) Theory 'X'
- 6) Democratic leadership
- 7) Dynamic learning
- 8) Universality of management.

(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 management process ?
- 2) Why management is regarded as an ongoing activity ?
- 3) Planning bridges the gap between present and future. Comment.
- 4) State the need for decentralisation.
- 5) Define staffing. Point out its importance in the modern business.
- 6) "Motivation is the core of management". Discuss.

(4×4=16 Marks)



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

- 1) What are the purposes of management ?
- 2) State the features of classical approach to management.
- 3) Define planning. List out its features.
- 4) On what ways are delegation and decentralisation different ?
- 5) What is manpower planning ? What are its features ?
- 6) State the qualities of a good leader.

(4×6=24 Marks)

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

- 1) Define management. Explain its nature and importance.
- 2) Discuss the various types of single use plans.
- 3) What is organising ? What are the steps involved in it ?
- 4) Explain the steps involved in the staffing process.
- 5) Compare and contrast Mc Gregor's theory of X and Y.

(3×10=30 Marks)