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CMSL 11

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022

First Semester

Business Administration/ Shipping and Logistics  
Management – Core

PRINCIPLES OF MANAGEMENT

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. \_\_\_\_\_ is known as "The father of scientific Management"
- (a) Henry Fayol
  - (b) Robert Owen
  - (c) Fredrick W. Taylor
  - (d) Mary Parker

2. \_\_\_\_\_ is "Scalar Chain" in principles of management

- (a) The concentration of power in the hands of the authority
- (b) 'Communication between employees and their superiors
- (c) Paid fair wages for the work that they carry out
- (d) Employees work in harmony towards the same objectives

3. The first step in planning is to

- (a) Evaluate alternatives
- (b) Set on objectives
- (c) Determine strength and weakness
- (d) Discussion

4. \_\_\_\_\_ encourages management to think systematically about what has happened, what is happening and what might happen.

- (a) Controlling      (b) Organising
- (c) Planning      (d) MBO

5. The organisational chart describes
  - (a) The company goals
  - (b) The function each person performs
  - (c) The relationship between the different departments and their personnel
  - (d) Planning activity
6. Higher management levels retains decision making authority in organisation is said to be
  - (a) Centralised
  - (b) Decentralised
  - (c) Fragmented
  - (d) Work function
7. Which of the following way help in improving the communication effectiveness?
  - (a) Ensuring proper feedback
  - (b) Being a good listener
  - (c) Ensuring follow up patience
  - (d) All of the above
8. Arjun as a project manager, is able to assess the true potential of his subordinates and constantly motivates them to realise their full potential. Identify the element of directing being described in the above line
  - (a) Supervision
  - (b) Leadership
  - (c) Communication
  - (d) Motivation

9. The process of monitoring performance, comparing it with goals and correcting any significant deviations is known as
  - (a) Controlling
  - (b) Leading
  - (c) Organising
  - (d) Planning
10. Control function cannot be performed without
  - (a) Planning
  - (b) Organising
  - (c) Staffing
  - (d) All of the above

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Is management a science (or) Art? Describe.  
Or  
(b) Explain the evolution of management in detail.
12. (a) State the nature of planning.  
Or  
(b) Narrate the objectives of planning.

13. (a) Examine the different types of organisation structure.

Or

- (b) Enumerate the advantages of departmentalization.

14. (a) Discuss the different motivation techniques.

Or

- (b) Evaluate the concept difference between individual and group behaviour.

15. (a) Clarify the various process involved in controlling.

Or

- (b) Discuss the term direct control and preventive control in brief.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Describe the importance of each type of skills to lower, middle and top level management.

Or

- (b) Explain the Henry Fayol's contribution towards management.

17. (a) What are the advantages and disadvantages of controlling.

Or

- (b) "Decision making is the most pervasive functions of a manager". Explain these by illustrating the decisions making process.

18. (a) Examine the advantages and disadvantages of delegation of authority.

Or

- (b) Narrate the selection procedures while recruiting a person.

19. (a) Discuss the steps to be followed for effective communication.

Or

- (b) Evaluate the different types of leadership style.

20. (a) Clarify the use of computers and IT in management control.

Or

- (b) Highlight the control techniques used for attainment of organisational goals.