Reg. No. : ....

Name : ....

IV Semester B.B.A. (A.H.)/B.B.A.(T.T.M.)/B.T.T.M. Degree (CBCSS – OBE – Regular/Supplementary/Improvement) Examination, April 2023
(2019 Admission Onwards)
GENERAL AWARENESS COURSE
4A14 BBA (AH)/TTM/BBA(TTM) : Management Principles

Time : 3 Hours

Max. Marks : 40

PART – A
(Short Answer)

Answer **all** questions. **Each** question carries **1** mark.

1. Define coordination.

2. What do you mean by MBE ?

3. What is directing ?

4. Management is a science, comment.

5. What is top down approach to management ?

6. Define motivation. **(6×1=6)**

PART – B
(Short Essay)

Answer **any six** questions. **Each** question carries **2** marks.

7. What do you mean by standing plans ?

8. Write a note on the types of objectives.

9. Explain any two internal sources of recruitment.

10. Write a note on decentralisation.

11. What is departmentation ?

12. Explain the characteristics of leadership.

13. What do you mean by scalar chain ?

14. What are the elements of direction ? **(6×2=12)**

PART – C
(Essay)

Answer **any four** questions. **Each** question carries **3** marks.

15. What are the major elements of delegation of authority ?

16. What are the factors affecting span of management ?

17. Explain the concept of line and staff relationship.

18. What is path goal theory of leadership ?

19. What are the types of motivation ?

20. What are the features of controlling ?   **(4×3=12)**

PART – D
(Long Essay)

Answer **any two** questions. **Each** question carries **5** marks.

21. Explain the principles of management proposed by Henry Fayol.

22. Explain the major contributions of scientific approach of management thought.

23. Narrate the theories of management.

24. What are the various factors affecting staffing ?   **(2×5=10)**

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