



K21U 1054

Reg. No. :

Name :

**IV Semester BBA (AH)/BBA(TTM)/BTM Degree CBCSS (OBE) Regular
Examination, April 2021
(2019 Admission Only)
General Awareness Course
4A14 BBA (AH)/TTM/BBA(TTM) : MANAGEMENT PRINCIPLES**

Time : 3 Hours

Max. Marks : 40

PART - A

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

(6×1=6)

1. Define management.
2. What is planning ?
3. What is organizational structure ?
4. What is organizational productivity ?
5. What do you mean by organizational behaviour ?
6. What is Total Quality Management (TQM) ?

PART - B

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

(6×2=12)

7. Why social responsibility is important in an organization ?
8. Explain delegation of authority.
9. Explain what is management by objectives.
10. What is decentralization ?
11. What do you mean by cost control ?
12. Why career development is important in an organization ?
13. What is performance appraisal ?
14. What do you mean by quality control in an organization ?

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PART – C

Answer **any four** questions. **Each** question carries **3** marks. **(4×3=12)**

15. Explain management of change.
16. Explain with example on rational decision making in management.
17. Explain the importance of environmentally friendly management in an organization.
18. Explain the importance of policies in managing an organization ?
19. Illustrate an organizational structure in a choice of your company.
20. What are the different functions of management ?

PART – D

Answer **any two** questions. **Each** question carries **5** marks. **(2×5=10)**

21. Why managing cultural diversity is important in an organization ?
22. Explain Organizational Behaviour models in managing an organization.
23. Explain different approaches of performance appraisal in a service organization.
24. Discuss the advantages and disadvantages of formal and informal organization.