

**MCA**  
**(SEM I) THEORY EXAMINATION 2022-23**  
**PRINCIPLES OF MANAGEMENT & COMMUNICATION**

**Time: 3 Hours****Total Marks: 100****Note:** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt all questions in brief.****2 x 10 = 20**

- (a) Enumerate the qualities of an efficient management.
- (b) Write down the importance of management.
- (c) How can you say that planning is goal oriented?
- (d) What are the different types of plans?
- (e) Explain motives.
- (f) Discuss Need for Achievement.
- (g) Write down about informal communication.
- (h) Discuss the barriers to communication.
- (i) What are the four types of business letters?
- (j) How much do you personally use body language to communicate?

**SECTION B****2. Attempt any three of the following:****10x3=30**

- (a) What do you understand by management? What are the key aspects of management process?
- (b) Planning is an intellectual process, the conscious determination of course action, the basing of decisions on the purpose and facts. Comment.
- (c) Discuss the concept of motivation. Explain Maslow's need hierarchy.
- (d) Explain the meaning and characteristics of communication. Why communication is important in any business world?
- (e) What are the main purposes and uses of sales letter? What are the qualities of a good sales letter?

**SECTION C****3. Attempt any one part of the following:****10x1=10**

- (a) Why FW Taylor is called the father of management? Why does Taylor's theory work? Explain
- (b) Explain by giving reasons why organizing is considered as an important function of management.

**4. Attempt any one part of the following:****10x1=10**

- (a) Directing is the heart of the management process .Do you agree? Give any four reasons to support your answer.
- (b) How important is listening in communication? Explain with example.

**5. Attempt any one part of the following:****10x1=10**

- (a) How do you write a claim and adjustment letter? Explain.
- (b) What was Henry Fayol's greatest contribution to management theory? Discuss.

**6. Attempt any one part of the following:****10x1=10**

- (a) How can people judge who is the right person to delegate a task to? Explain.
- (b) Which leadership styles seek to empower employees? Explain.

**7. Attempt any one part of the following:****10x1=10**

- (a) Explain Technical Communication. Discuss the purpose of technical communication.
- (b) Is GD part of a selection process or an elimination technique? Discuss.