

Enrollment No.....



Faculty of Management Studies
End Sem (Odd) Examination Dec-2022
MS3CO15 Principles of Management

Programme: BBA

Branch/Specialisation: Management

Duration: 3 Hrs.**Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. _____ represents the lower-level management covering execution and implementation functions. **1**
 (a) Administrative management (b) Operative management
 (c) Co-operative management (d) All of these
- ii. Which of the following is NOT a part of POSDCORB acronym? **1**
 (a) Preparation (b) Billing
 (c) Rearranging (d) All of these
- iii. A _____ is a set of principles to guide decisions and achieve outcomes. **1**
 (a) Methodology (b) Policy (c) Process (d) None of these
- iv. Which of the following is NOT a step in the planning process? **1**
 (a) Setting objectives (b) Analysing opportunities
 (c) Identifying alternatives (d) All of these
- v. _____ is a systematic delegation of authority throughout the levels of management in an organisation. **1**
 (a) Decentralisation (b) Delimitation
 (c) Centralisation (d) None of these
- vi. Staffing does NOT include which of the following? **1**
 (a) Placement
 (b) Training & development
 (c) Production forecasting
 (d) Remuneration
- vii. Prestige and feeling of accomplishment will be on which level in Maslow's hierarchy of needs- **1**
 (a) Second (b) Third (c) Fifth (d) Fourth

P.T.O.

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- viii. For most effective direction, subordinates should be responsible to one superior. This is- **1**
(a) Principle of indirect goal setting
(b) Principle of misinformed communication
(c) Principle of incomprehensibility
(d) Principle of unity of command
- ix. Which of the following statement about controlling is incorrect? **1**
(a) Controlling is an end function
(b) Controlling is a pervasive function
(c) Controlling is not related with planning
(d) Controlling is forward looking
- x. Jack Welch, Warren Buffett, Bill Gates, and Steve Jobs all are excellent examples of good _____. **1**
(a) Leaders (b) Businessmen
(c) Visionaries (d) All of these
- Q.2 i. Illustrate any four roles of a manager in a business. **2**
ii. Explain the concept and stages of evolution of management thought. **8**
OR iii. Discuss any four functional areas of management along with their scope. **8**
- Q.3 i. Define 'planning' and mention any two limitations of planning. **2**
ii. Explain any four types of planning with one example of each category. **8**
OR iii. What is 'decision making'? Explain the process of decision making in detail. **8**
- Q.4 i. Define 'MBO' and 'MBE.' **2**
ii. Define 'formal' and 'informal' organisations. Also differentiate between these two types of organisations. **8**
OR iii. What is 'manpower planning'? Mention any six benefits of manpower planning. **8**
- Q.5 i. Describe any two techniques of 'directing' in principles of Management. **2**
ii. Define 'direction' and mention six principles of effective direction. **8**
OR iii. Explain any two motivational theories in detail. **8**

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- Q.6 i. What is 'controlling' in management and mention any two features of controlling function. **2**
ii. Explain any four controlling techniques with respect to management. **8**
OR iii. Define 'leadership'. Explain any three types of leadership styles with examples. **8**

Marking Scheme
MS3CO15 Principles of Management

Q.1	i)	_____ represents the lower-level management covering execution and implementation functions. (b) Operative management	1
	ii)	Which of the following is NOT a part of POSDCORB acronym? (d) All of these	1
	iii)	A _____ is a set of principles to guide decisions and achieve outcomes. (b) Policy	1
	iv)	Which of the following is NOT a step in the planning process? (a) Setting objectives (b) Analysing opportunities (c) Identifying alternatives (d) All of these Award 1 mark	1
	v)	_____ is a systematics delegation of authority throughout the levels of management in an organisation. (a) Decentralisation	1
	vi)	Staffing does NOT include which of the following? (c) Production forecasting	1
	vii)	Prestige and feeling of accomplishment will be on which level in Maslow's hierarchy of needs- (d) Fourth	1
	viii)	_____ represents the lower-level management covering execution and implementation functions. (d) All of these	1
	ix)	Which of the following is NOT a part of POSDCORB acronym? (c) Rearranging	1
	x)	A _____ is a set of principles to guide decisions and achieve outcomes. (d) None of these	1
Q.2	i.	4 roles, 0.5 for each (0.5x4=2)	2
	ii.	4 stages 2 marks each (2x4=8)	8
OR	iii.	Any four functional areas with scope (2x4=8)	8
Q.3	i.	Define 'planning' – 1 mark	2

		any two limitations of planning- (0.5x2=1)	
	ii.	Four types of planning- (1x4=4) One example of each category- (1x4=4)	8
OR	iii.	Decision making definition- 1 mark Steps of decision-making process- 7 marks	8
Q.4	i.	Each definition 1 mark (1x2=2 marks)	2
	ii.	Definition of formal and informal- 2 marks 6 differences- 6 marks	8
OR	iii.	Manpower planning definition – 2 marks 6 benefits- 6 marks	8
Q.5	i.	2 techniques (1x2=2 marks)	2
	ii.	Define 'direction' – 2 marks and mention six principles of effective direction (1x6=6 marks)	8
OR	iii.	2 motivational theories (2x4=8 marks)	8
Q.6	i.	Controlling definition – 1 mark 2 features – 1 mark (0.5x2=1 mark)	2
	ii.	4 controlling techniques (2x4=8)	8
	iii.	Leadership definition- 2 marks 3 leadership styles with examples- (2x3=6 marks)	8
