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B.B.A DEGREE EXAMINATION, JANUARY 2020
First Semester

BBAD1911 – PRINCIPLES OF MANAGEMENT
(For the candidates admitted during the academic year 2019-2020)

Time: Three hours

Max. Marks: 100

Answer **ALL** Questions

PART – A (10 × 2 = 20 Marks)

1. Define the term “Management”.
2. State the different levels of management?
3. What do you mean by planning?
4. What do you understand by rational decision making?
5. What is organizing?
6. Write short note on departmentation.
7. What is Motivation?
8. Explain the term “Communication”.
9. What is Control?
10. What do you mean by “Management by Exception”?

PART – B (5 × 16 = 80 Marks)

11. a. Discuss Hentry Fayol’s principles of management.

(OR)

- b. Discuss on evolution of management.

12. a. Explain the various steps involved in the process of planning.

(OR)

- b. Bring out the advantages and pitfalls of decision making.

13. a. Briefly discuss about the principles of organization.

(OR)

- b. What is Line and Staff organization? Explain its merits and demerits.

14. a. Discuss on various qualities of effective leaders.

(OR)

- b. Explain the various kinds of communication.

15. a. What are the importance and characteristics of information?

(OR)

- b. Discuss about the advantages and limitations of budgetary control.

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