

KIET Group of Institutions

(Roll Number: _____)

(Department of Computer Application)

MCA, Ist Semester

CT-2 Examination, (2020-21) ODD Semester

(Principles of Management & Communication) (KCA-103)

Duration: 2 hrs

Max. Marks: 60

Section-A

Attempt all the questions of this section

(2X10=20)

Q. No.	Question	Marks	CO	BL
1.	a List out the qualities of a good plan.	2	2	1
	b Discuss any two disadvantages of organizational chart.	2	2	2
	c Define planning.	2	2	1
	d List out the reason why a manager fails to delegate.	2	2	1
	e Differentiate formal and informal organization.	2	2	2
	f Explain how delegation helps to motivate employees.	2	2	2
	g "Planning is always forward looking". Explain the statement.	2	2	2
	h Discuss the characteristics of Decision making.	2	2	2
	i Identify three significance of report writing.	2	5	3
	j Determine the importance of AIDA in sales letter.	2	5	5

Section-B

Attempt all the questions of this Section

(5X4=20)

Q. No.	Question	Marks	CO	BL
2	Differentiate centralization and decentralization.	5	2	2
	OR			
	Explain the importance of Planning.			
3	Describe various types of Plans.	5	2	2
	OR			
	Discuss the importance of delegation.			
4	Make use of Seven C's to explain the method of bringing effectiveness in letter writing.	5	5	3
	OR			
	Organize the elements involved in preparing the structure of report.			
5	Explain the importance and types of proposal.	5	5	5
	OR			
	Determine the types of reports used in professional routine.			

Section-C

Attempt all the questions of this Section

(10X2=20)

Q. No.	Question	Marks	CO	BL
6	Outline the Planning Process.	10	2	4
	OR			
	Illustrate Functional Structure and Divisional Structure of organization with their merits and demerits.			
7	Justify your expression by drafting a claim letter: You are the manager of nationwide education services, 24/1-89, Raghavpurman, Bangalore. You have ordered Nobel Offset Printers, New Delhi to print the courseware booklet to be distributed to the students. On receiving the delivery you find that the order was not in proper condition.	10	5	5
	OR			
	Justify your expression for drafting a job application as a fresher for the post of a software developer.			

- CO -Course Outcome generally refer to traits, knowledge, skill set that a student attains after completing the course successfully.
- Bloom's Level (BL) - Bloom's taxonomy framework is planning and designing of assessment of student's learning.