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MCA
(SEM I) THEORY EXAMINATION 2024-25
PRINCIPLES OF MANAGEMENT & COMMUNICATION

TIME: 3 HRS**M.MARKS: 70****Note:** Attempt all Sections. In case of any missing data; choose suitably.**SECTION A****1. Attempt all questions in brief.****2 x 07 = 14**

Q no.	Question	CO	Level
a.	Define Management	1	K1, K2
b.	Mention the role of Managers.	1	K1, K2
c.	Explain Organizational Design.	2	K3, K4
d.	What is Decentralization?	2	K3, K4
e.	Define Motivation.	3	K5, K6
f.	What do you mean by Peer group?	4	K1, K3
g.	Define Syllable.	5	K3, K5

SECTION B**2. Attempt any three of the following:****07 x 3 = 21**

a.	Discuss the applicability and importance of Principles of Management.	1	K1, K2
b.	Explain the different types of plans, planning and their use.	2	K3, K4
c.	Discuss the Maslow's Hierarchy theory of Motivation in details.	3	K5, K6
d.	What is Communication? Discuss the Barriers to communication.	4	K1, K3
e.	Discuss the Sales & Credit letters in details.	5	K3, K5

SECTION C**3. Attempt any one part of the following:****07 x 1 = 07**

a.	Discuss the Theory of Administrative Management by Fayol, in details	1	K1, K2
b.	Explain the Qualities of Efficient Management.	1	K1, K2

4. Attempt any one part of the following:**07 x 1 = 07**

a.	'Organizing' as an effective and necessary tool to implement a plan and to get familiarize with different organizational structures. Discuss	2	K3, K4
b.	What are the Decision making techniques? Discuss in details	2	K3, K4

5. Attempt any one part of the following:**07 x 1 = 07**

a.	Explain the Basic control process and Different control Techniques.	3	K5, K6
b.	What is leadership? Discuss various leadership styles.	3	K5, K6

6. Attempt any one part of the following:**07 x 1 = 07**

a.	What are the Downward, upward, lateral or horizontal communication? Discuss the Importance of technical communication also.	4	K1, K3
b.	Discuss the Technology enabled communication system.	4	K1, K3

7. Attempt any one part of the following:**07 x 1 = 07**

a.	What are the Nuances and Modes of Delivery of communication? Discuss Dimensions of Speech too.	5	K3, K5
b.	What are the different Reports types and their structure? Discuss in details.	5	K3, K5