

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2018**  
**I Year I Semester**  
**Core Major- Paper I**  
**PRINCIPLES OF MANAGEMENT**

**Time : 3 Hours**

**Max.marks :75**

**Section A** ( $10 \times 2 = 20$ ) Marks

Answer any **TEN** questions

1. Define Management.
2. What is MBO?
3. Define organization.
4. What do you mean by decision making?
5. What do you mean by direction?
6. What is an interview?
7. Define co ordination.
8. What are the limitations of departmentation?
9. Give any two advantages of MBE.
10. What is meant by recruitment?
11. Write note on organisation chart.
12. What is Control?

**Section B** ( $5 \times 5 = 25$ ) Marks

Answer any **FIVE** questions

13. Is management art or science? – Explain.
14. Explain the various kinds of policies.
15. Discuss the process of selection.
16. Explain the different types of tests.
17. Explain the various methods of training.
18. What are the merits and demerits of MBO.
19. Explain the characteristics of co-ordination.

**Section C** ( $2 \times 15 = 30$ ) Marks

Answer any **TWO** questions

20. Discuss the 14 general principles of management given by Henry Fayol.
21. Draw an organization chart and explain its merits and demerits.
22. Discuss various stages in the control process.
23. Explain the various sources of recruitment.

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