

B.Com(Hons) DEGREE EXAMINATION, NOVEMBER 2019
II Year IV Semester
Principles of Management

Time : 3 Hours

Max.marks :75

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

Answer **ALL** the questions

1. Define Management.
2. Distinguish between management & administration.
3. What is Authority?
4. What are the key elements of Delegation?
5. What are the different sources of recruitment?
6. Define Training.
7. Differentiate between a leader and a manager.
8. What is Motivation?
9. What is meant by Communication?
10. Explain Coordination.

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

Answer any **FIVE** questions

11. Describe the importance of Management in Business.
12. Discuss the concept of Management by Exception.
13. Discuss the principles for effective delegation of authority.
14. What is the significance of organization structure? Explain its types.
15. Explain the various sources of recruitment.
16. Explain Maslow's Need Hierarchy theory.
17. Who is a Leader? Explain the qualities with different leadership styles.
18. What are different barriers in communication? What steps can be taken to overcome these barriers?

Section C ($2 \times 15 = 30$) Marks**PART - A - Case Study - Compulsory Question**

19. A successful conglomerate company was losing its employees. For decades, the company operated a “rank and yank” system, whereby employees were appraised and rated once a year. Afterwards, the bottom 10% was fired. Such an environment was a breeding ground for unhealthy competition, reduced teamwork and employee burnout. The management was not able to find the core problem. Find solutions for the company to retain its employees.

PART - B

Answer any **ONE** questions

20. Illustrate the steps involved in the process of decision making with suitable examples.
21. “Performance Appraisal is essential for both the employer and the employee.” - Justify.

B.Com(Hons) DEGREE EXAMINATION, NOVEMBER 2019
II Year IV Semester
Principles of Management

Time : 3 Hours

Max.marks :75

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

Answer **ALL** the questions

1. Define Management.
2. Distinguish between management & administration.
3. What is Authority?
4. What are the key elements of Delegation?
5. What are the different sources of recruitment?
6. Define Training.
7. Differentiate between a leader and a manager.
8. What is Motivation?
9. What is meant by Communication?
10. Explain Coordination.

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

Answer any **FIVE** questions

11. Describe the importance of Management in Business.
12. Discuss the concept of Management by Exception.
13. Discuss the principles for effective delegation of authority.
14. What is the significance of organization structure? Explain its types.
15. Explain the various sources of recruitment.
16. Explain Maslow's Need Hierarchy theory.
17. Who is a Leader? Explain the qualities with different leadership styles.
18. What are different barriers in communication? What steps can be taken to overcome these barriers?

Section C ($2 \times 15 = 30$) Marks**PART - A - Case Study - Compulsory Question**

19. A successful conglomerate company was losing its employees. For decades, the company operated a “rank and yank” system, whereby employees were appraised and rated once a year. Afterwards, the bottom 10% was fired. Such an environment was a breeding ground for unhealthy competition, reduced teamwork and employee burnout. The management was not able to find the core problem. Find solutions for the company to retain its employees.

PART - B

Answer any **ONE** questions

20. Illustrate the steps involved in the process of decision making with suitable examples.
21. “Performance Appraisal is essential for both the employer and the employee.” - Justify.