

**B.Com(Hons) DEGREE EXAMINATION, APRIL 2020**  
**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 Control.
2. What is written communication?
3. Mention the advantages of direction?
4. Explain the term span of control
5. What are social needs?
6. State the meaning of accountability.
7. Define delegation?
8. Give the meaning of organisational structure.
9. What do you know as MBO?
10. State any 2 features of management.

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

Answer any **FIVE** questions

11. Distinguish between management and administration
12. Explain the need of planning.
13. What are the principles of delegation of authority?
14. Distinguish between centralisation and decentralisation.
15. Elaborate the basis of departmentation.
16. Explain different types of leadership skills.
17. Discuss briefly on role of managers.
18. What are the various techniques of coordination?

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

19. You are a HR Manager in a Foreign Bank. He has recruited 15 fresh commerce graduates for the post of "Junior Assistants". Explain the different training methods you would suggest for them.

**PART - B**

Answer any **ONE** questions

20. Explain the contribution of Peter. F. Drucker to management.
21. Briefly explain the principles of communication. Also discuss on barriers of communication.

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