

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

B.B.A. - END SEMESTER EXAMINATIONS - NOV'2024

SEMESTER - I

24UBACT1001 - Principles and Practices of Management

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Describe Management as a science.
2. Ascertain the Importance of staffing.
3. Apply the nature of directing the subordinates in an organisation.
4. Interpret the concept of SWOT Analysis in an organisation context.
5. Elucidate the purpose of planning in a management.
6. Apply various objectives of an organisation structure.
7. Sketch the Maslow's need hierarchy theory.
8. Ascertain the Common unethical practices followed in the organisation.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Apply various functions of management.
10. Predict various types of plans taken by an organisation.
11. Distinguish between Centralization and Decentralization.
12. Describe various theories of Motivation.
13. Explain Corporate social responsibility towards consumers.
