

20U143

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Name:

Reg.No:

FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2020

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BBA1 B01 - MANAGEMENT THEORY AND PRACTICES

(Core Course)

(2019 Admission onwards)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. Define scalar chain.
2. State the human relations concept of management.
3. What is decisional role of a manager?
4. What is planning?
5. What are business objectives?
6. What is strategic planning
7. What do you mean by informal organisation?
8. Explain the process of job analysis
9. What do you mean by selection?
10. What is direction?
11. Explain the control techniques?
12. What is lean management ?
13. Define Kaizen?
14. What is ethical dilemma?
15. Define CSR.

(Ceiling: 25 Marks)

Part B (Paragraph questions)

Answer *all* questions. Each question carries 5 marks.

16. Define MBO. What are the steps in MBO?
17. What are the disadvantages of division of labour?
18. What are the merits and demerits of decentralisation?
19. Explain the factors effecting staffing
20. What is TQM?what are the advantages of TQM?
21. Explain the responsibility of business towards society.
22. What are the benefits of Corporate Governance ?
23. Explain indian ethos for management.

(Ceiling: 35 Marks)

Part C (Essay questions)

Answer any *two* questions. Each question carries 10 marks.

24. Explain the concept " Management as a profession." State the characteristics of management.
25. What do you meant by delegation of authority? What are its features? Explain the steps involved in delegation process.
26. What is controlling? Explain the importance and types of controlling.
27. What is CSR. Write a note on CSR and stakeholders.

(2 × 10 = 20 Marks)
