

24U155S

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Name:

Reg.No:

FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2024

(CBCSS - UG)

CC19U BBA1 B01 - MANAGEMENT THEORY AND PRACTICES

(BBA - Core Course)

(2019 to 2023 Admissions - Supplementary/Improvement)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

Part A (Short answer questions)

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

1. "Management is multidisciplinary" - Explain.
2. State the integration concept of management.
3. What is monitor role of a manager?
4. Write four features of planning?
5. State the features of MBO
6. Explain briefly the appropriate steps required to take a decision
7. What is division of labour?
8. Explain four importance of staffing
9. What do you mean by job description?
10. What are the principles of direction.
11. Write the two steps in control process?
12. What are the advantages of OBM?
13. What are the disadvantages of TQM
14. Define CSR.
15. State the benefits of corporate governance.

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. What are the features of business objectives?
17. What do you mean by informal organisation?
18. What are the factors determining the span of management?

19. Explain the internal sources of recruitment?what are its merits?
20. What is TQM? What are the advantages of TQM?
21. Explain business ethics.
22. Explain the ethical issues in business
23. Explain Indian ethos.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Explain scientific management. What are the features, merits and demerits of scientific management?
25. What is departmentation? Explain the different methods of departmentation.
26. What is controlling? Explain the importance and types of controlling.
27. What do you meant by corporate social responsibility? What are the arguments for and against CSR?

(2 × 10 = 20 Marks)
