

25U138

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Name :

Reg. No :

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(FYUGP)

(Regular/Supplementary/Improvement)

CC24UCOM1CJ101 - MANAGEMENT PRINCIPLES AND APPLICATION

(Commerce - Major Course)

(2024 Admission onwards)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. Who are middle level managers? [Level:2] [CO1]
2. What is the decision making concept of management? [Level:2] [CO1]
3. Express the meaning of organization. [Level:2] [CO2]
4. Explain the concept of network structure. [Level:2] [CO2]
5. What is span of management? [Level:2] [CO2]
6. Name a famous leader who exemplifies authoritarian leadership. [Level:1] [CO3]
7. List the main principles of Management by Exception. [Level:1] [CO3]
8. List out the different aspects of crisis preparedness. [Level:2] [CO4]
9. Write any two positives and negatives of Brain Storming process. [Level:2] [CO1]
10. Predict the future trends in leadership traits that might emerge in the next decade. [Level:2] [CO3]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. Explain the need and importance of crisis management. [Level:2] [CO4]
12. Define policy. Outline the essentials of the same. [Level:1] [CO1]
13. Explain the process of MBO. [Level:2] [CO2]
14. Name the differences between authority and responsibility. [Level:1] [CO3]

15. Define business ethics. Explain the determinants of business ethics. [Level:1] [CO4]
16. Critically evaluate the effectiveness of Herzberg's Two-Factor Theory in today's workplace. [Level:5] [CO3]
17. Define goal persistency and discuss its significance in achieving long-term objectives. [Level:1] [CO3]
18. How can emotional intelligence improve conflict resolution? [Level:2] [CO4]

(Ceiling: 36 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

19. Who is Mintzberg and what are his contributions? [Level:2] [CO2]
20. How would you handle a situation where a highly talented employee consistently conflicts with their colleagues due to differences in working style, but their performance is critical to the team's success? What conflict management strategies would you apply to retain the employee while improving team dynamics? [Level:3] [CO4]

(1 × 10 = 10 Marks)
