

21U146

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Name:

Reg.No:

FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BBA1 B01 - MANAGEMENT THEORY AND PRACTICES

(Commerce - 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. Why management is said to be as a profession?
2. What is the decision making concept of management ?
3. What is the interpersonal skills of a manager?
4. What are business objectives?
5. What do you mean by informal organisation?
6. What are the two advantages of work specialisation?
7. What is functional organisation?
8. Explain two factors effecting staffing.
9. What is job analysis?
10. Explain the internal sources of recruitment.
11. Mention the limitations of control.
12. What is OBM?
13. Explain the benefits of Kaizen.
14. State the importance of business ethics.
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 planning?
17. Why planning is said to be important?
18. What are the merits and demerits of decentralisation?
19. What are the types of control?
20. What is TQM? what are the advantages of TQM?
21. What are the benefits of CSR.
22. Explain the responsibility of business towards society.
23. Explain Indian ethos.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Write short notes on contributions done by Chester I Bernard, Abraham. H. Maslow, Frederick Herzberg and Douglas Mc Gregor.
25. What do you meant by organisation? Explain in detail formal organisation and what are the differences between formal and informal organisation?
26. Explain the importance and principles of direction.
27. What is ethical dilemma? Explain its types and causes of ethical dilemma.

(2 × 10 = 20 Marks)
