

22U143

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Name:

Reg.No:

FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2022

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BBA1 B01 - MANAGEMENT THEORY AND PRACTICES

(BBA - 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. What are the merits of behavioral approach to management?
2. State the human relations concept of management.
3. Write four features of planning.
4. State the merits of objectives.
5. What are the two advantages of work specialisation?
6. Explain two types of organisational structure.
7. What do you mean by centralisation?
8. Explain the internal factors effecting staffing.
9. Explain the demerits of internal sources of recruitment.
10. What are the objectives of control?
11. Explain the control techniques.
12. Write any five advantages of BPR.
13. What is Kaizen?
14. State the importance of business ethics.
15. State two arguments against CSR.

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. What is MBO? State its features.

17. What are the benefits of strategic planning?
18. What do you mean by informal organisation?
19. What do you mean by job description? Explain the contents of job description.
20. What is TQM? Explain the principles of TQM.
21. Explain the types of ethical dilemma in business.
22. What are the importance of Corporate Governance?
23. Explain values.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Discuss the nature and scope of management. Is management a science or an art or both?
25. Explain in detail the different managerial skills required to a manager of a business organisation.
26. Explain principles of direction.
27. Explain corporate social responsibilities towards different sections of the society.

(2 × 10 = 20 Marks)
