

23U145

(Pages: 2)

Name:

Reg.No:

FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2023

(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 is scientific management?
2. What is productivity concept of management ?
3. What are the merits of planning?
4. What are the features of business objectives?
5. What is policy?
6. What do you mean by formal organisation?
7. What are the two disadvantages of work specialisation?
8. Explain the internal factors effecting staffing
9. Explain the contents of job description.
10. Explain the steps in coordination?
11. What are the types of control?
12. Write any five advantages of BPR?
13. Write any five advantages of TQM?
14. What are the factors influencing business ethics?
15. Explain the term CSR.

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Explain management skills of a manager.

17. Explain the principles of organisation.
18. Explain span of management.
19. Explain the external sources of recruitment. What are its merits?
20. What is Kaizen? Explain the benefits of Kaizen.
21. What are the types of managerial ethics?
22. Write a note on limits to Social responsibility.
23. Explain value oriented holistic management.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. "Management is the art of getting things done through and with people on formally organised groups"
Explain this statement and outline in detail the salient features of management.
25. What is departmentation? What are the different methods of departmentation.
26. What is controlling? Explain the importance and types of controlling.
27. What do you mean by corporate governance? What are its benefits and explain the difference between corporate governance and CSR?

(2 × 10 = 20 Marks)
