

19U146

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Name:

Reg. No.....

FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

(CBCSS UG)

CC19U BBA1 B01 – MANAGEMENT THEORY AND PRACTICES

(Core Course)

(2019 Admission - Regular)

Time: 2½ Hours

Maximum: 80 Marks

Credit: 4

Part A

(Short Answer Type)

Each question carries 2 marks.

1. Define Scientific Management.
2. What is Ethics?
3. What is Scalar chain.
4. What is Open Book Management?
5. Define controlling.
6. Define Policy.
7. What is Corporate Governance?
8. What is delegation?
9. What is motion study?
10. What do you mean by Span of management?
11. What do you mean by Coordination?
12. List the principles of direction.
13. What is TQM?
14. Define Business Process Reengineering.
15. Define procedure.

(Ceiling. 25 Marks)

Part B

(Paragraph Type)

Each question carries 5 marks.

16. Define Lean Management. What are the principles of lean Management?
17. What are the benefits of MBO?
18. Explain the merits and demerits of Scientific Management.
19. Explain the factors affecting staffing.
20. Explain the ethical issues and ethical dilemma in Business.

21. Explain the need and objectives of Business process Reengineering.
22. Explain the steps in the control process.
23. Define and distinguish between delegation and decentralization.

(Ceiling. 35 Marks)

Part C

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

24. Management is a trinity of art, science and profession. Discuss.
25. Define CSR. Explain the arguments in favour of and against CSR.
26. Define Planning. Explain the features of planning.
27. What is Kaizen? Explain the Features and advantages of Kaizen.

(2 x 10 = 20 Marks)
