

D 73049

(Pages : 2)

Name.....

Reg. No.....

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

(CBCSS)

B.B.A.

BBA 1B 01—MANAGEMENT THEORY AND PRACTICES

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer the following questions.

Each question carries 2 marks.

1. Define CSR.
2. What is corporate philanthropy ?
3. What do you mean by strategy ?
4. Explain the term 'POSDCORB'.
5. What is mental revolution ?
6. Explain the term primacy in planning.
7. What do you mean by performance appraisal ?
8. Define centralisation of authority.
9. What do you mean by esprit de corps ?
10. What is departmentation ?
11. What do you mean by business ethics ?
12. What are the four 'P's of management ?
13. What is lean management ?
14. Define open book management.
15. What is scalar chain and Gang plank ?

(15 × 2 = 30 marks, ceiling 25 marks)

Turn over

Section B

Answer the following questions.

Each question carries 5 marks.

16. What are the factors affecting ethical choices ?
17. Distinguish between MBO and MBE.
18. Explain the need for departmentation.
19. What are the major principles of direction ?
20. Write a note on corporate governance ?
21. What are the basic tools of TQM process ?
22. Enlist the features of management.
23. What are the prerequisites of manpower planning ?

(8 × 5 = 40 marks, ceiling 35 marks)

Section C

*Answer any **two** questions.*

Each question carries 10 marks.

24. Define Management. Discuss the scope and importance of management.
25. Critically evaluate the Taylor's scientific management theory.
26. What is planning ? Explain the steps involved in planning process.
27. What is controlling ? What are the various techniques of control ?

(2 × 10 = 20 marks)