



*Sambath*

**Avinashilingam Institute for Home Science and Higher Education for Women**  
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)  
Re-accredited with 'A++' Grade by NAAC. Recognised by UGC Under Section 12 B  
Coimbatore-641 043, Tamil Nadu, India

**Continuous Internal Assessment Test II – October 2024**  
**I Semester**

**Class: I UG**  
**Major: BBA**

**Time : 2 hrs**  
**Max. Marks : 60**

**23BREC01 Principles and Practices of Management**

**Course Outcome:**

- CO1: Apply the knowledge of management principles, practices and techniques for effective administration of business.  
CO2: Proactively plan, design, organize and monitor the organizational functions.  
CO3: Compare and design appropriate processes and organizational structures to meet the local and global standards.  
CO4: Apply their personal competencies, leadership skills and engage in team work for sustainable business management.  
CO5: Understand the code of conduct and ethics and effectively manage socially responsible organisations.

**Part A**

**6 x 1 = 6**

**Choose the correct answer**

1. To manage is to forecast and plan to organize to coordinate to control  
given by \_\_\_\_\_ CO3:K1  
a) Peter F Drucker      b) Henry Fayol      c) Louis Allau      d) Terry
2. Staffing is a function of \_\_\_\_\_ CO3:K1  
a) Managerial Function      b) Planning      c) Budget      d) Top Level Function
3. The purpose of Recruitment is \_\_\_\_\_ CO4:K1  
a) To attract less candidates      b) To attract more & more evadites  
c) To call selected candidates      d) To select all the candidates.
4. Elaborate PERT \_\_\_\_\_ CO4:K1  
a) Performance Evaluation Report Performance  
b) Personnel Enquiry Returning Technique  
c) Programme Evaluation & Reunite Technique  
d) Personal Emulation Report Test.
5. Estimating manpower requirement include \_\_\_\_\_ CO5:K1  
a) Financial in pluses      b) Training in pluses  
c) Selection in pluses      d) Number is types of poisons required.
6. Controlling is to check how far destinies from standards \_\_\_\_\_ CO5:K1  
a) Actual Performance      b) Improvement  
c) Correction Actions      d) Cost

**Part B**

**3 x 6 = 18**

**Answer ALL Questions**

**Answer should not exceed 400 words or two page \$**

7. a) Compare and Contrast Formal & Informal Organization. CO3:K3  
(or)
- 7.b) Describe Centralization and its features. CO3:K3
8. a) Explain your understanding on Staffing. CO4:K4  
(or)
- 8.b) Elaborate the various Sources of Recruitment. CO4:K4
9. a) Discuss about features and importance of Direction. CO5:K4  
(or)
- 9.b) Elaborate the Control Process. CO5:K3

**Part C**

**3 x 12 = 36**

**Answer ALL Questions**

**Answer should not exceed 800 words or four pages**

10. a) Elaborate Centralization and Decentralization. CO3:K4  
(or)
10. b) Explain Delegation of Authority and Responsibility. CO3:K4
11. a) Describe Recruitment and Selection Process. CO4:K4  
(or)
- 11.b) Write a detailed note on the Principles and Techniques of Direction. CO4:K4
- 12.a) Explain Supervision and write about the Functions of Supervisors. CO5:K4  
(or)
- 12.b) Explain the Types of Control and Control Techniques. CO5:K4