

**Avinashilingam Institute for Home Science and Higher Education for Women
Coimbatore – 641 043**

**Bachelor's Degree Examination – November 2017
I Semester**

**Class: I UG
Major: Commerce**

**Time: 3 hrs.
Max Marks: 100**

15BCOC03 Principles of Management

**Part – A
Choose the Correct Answer**

10 x 1 = 10

1. The founder of the behavioural sciences approach in management is _____.
a)P.F.Ducker b)M.P.Fallet c)H.Fayol d)Elton mayo
2. "Management is what a manager does". Who has given this definition?
a)Louis Allen b)Maslow c)F.W.Taylor d)Gary Johns
3. Planning is a _____.
a)Goal-oriented b)primary function c)Pervasive d)All of the above
4. _____ are used by managers in day-to-day problem solving.
a)Budgeting b)Operational planning
c)Environmental scanning d)Benchmarking
5. Line organisation is otherwise called as _____.
a)Project organisation b)Matrix organisation
c)Military organisation d)Formal organisation
6. _____ is the number of subordinates that an executive supervisor.
a) Span control b)Line c)Planning d)Organisation
7. This is one of the elements of organising _____.
a)Delegation of authority b)Directing c)Motivation d)Remuneration
8. Need theory of motivation was developed by _____.
a)Herzberg b)Maslow c)M C Gregor d)David
9. A _____ is a financial plan for a period of time.
a)Capital b)budget c)Cash d)All the these
10. The last function of management is _____.
a)Planning b)Organising c)Directing d)Controlling

Part – B

5 x 6 = 30

Answer the following

Answers should not exceed 400 words or two pages

11. a) Define the term Management and List out its Characteristics.
Or
b) What are the difference between Management and Administration?
12. a) List out the Limitations of Planning.
Or
b) What do you understand by SWOT ANALYSIS?
13. a) State the steps in the process of organisation.
Or
b) What are the Factors affecting Span of control?
14. a) Bring out the Significances of direction.
Or
b) What are the methods of motivation?
15. a) List out the importance of controlling.
Or
b) What is co-ordination? Describe its principles.

Part – C

5 x 12 = 60

Answer the following

Answers should not exceed 800 words or four pages

16. a) Explain the scope and objective of management.
Or
b) Discuss the Henry fayol's functions of management.
17. a) Describe the steps in planning process.
Or
b) Analyse the reasons for failure of plan.
18. a) Examine the various types of authority.
Or
b) What are the advantages and disadvantages of line and staff Organization?
19. a) Explain the elements of communication.
Or
b) Briefly explain the different styles of leadership?
20. a) Examine the characteristics of controlling.
Or
b) Define co-ordination. Explain the need and types of co-ordination.

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