



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

Continuous Internal Assessment Test I – August 2024
SEMESTER I

Class : I UG
Major : Economics/English/Computer Science

Time: 2 hours
Max.Marks: 60

23BCOGE1/Generic Elective Course/ Principles of Management

- CO1: Understand the evolution of management thinking**
CO2: Determine strategic planning in a management
CO3: Develop organization structure
CO4: Demonstrate and improve leadership qualities
CO5: Develop co-ordination and communicate well in a management

Part - A

Choose the correct Answer

6 x 1 = 6

1. Control function of management cannot be performed without
a) Planning b) Organizing c) Staffing d) Motivation **CO1:K1**
2. The element that aims at integrating group efforts to achieve group objectives is
a) Cooperation b) Coordination c) Management d) Directing **CO1:K1**
3. The significance of Planning includes
a) Reducing uncertainty b) Identifying alternatives critically
c) Developing leadership d) Selecting the most appropriate plan **CO2:K1**
4. Which of the following SWOT elements are the internal factors for a business?
a. Strengths and Weaknesses b. Opportunities and Threats
c. Strengths and Opportunities d. Weaknesses and Threats **CO2:K1**
5. Effective organizing contributes to
a. Enhanced coordination b. Decreased productivity
c. Increased bureaucracy d. Reduced accountability **CO3:K1**
6. Organisation structure establishes relationships between
a. Organisation and environment b. People, work and resources
c. Organisation and society d. Suppliers and customers **CO3:K1**

Part- B 3x6=18

Answer ALL Questions

Each answer should not exceed 400 words or two pages

- 7.a. Explain the significance of management. (or) **CO1:K2**
b. Distinction between Administration and Management. **CO1:K3**
- 8.a. List out the benefits of Planning. (or) **CO2:K2**
b. Write a note on Corporate planning. **CO2:K2**
- 9.a. Explain the process of Organisation.(or) **CO3:K3**
b. Describe the nature of Organisation. **CO3:K3**

Part-C

3x12=36

Answer ALL questions

Each answer should not exceed 800 words or four pages

- 10.a. Enumerate the Principles of Management. (or) **CO1:K3**
b. Discuss about the Functions of Management. **CO1:K3**
- 11.a. Interpret the steps involved in planning process.(or) **CO2:K3**
b. Report the scope of SWOT analysis. **CO2:K3**
- 12.a. Explain the Principles of Organisation.(or) **CO3:K3**
b. Explain organisational chart with their advantages and limitations. **CO3:K3**