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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. CGPA 3.65/4, category I by UGC
Coimbatore - 641 043, Tamil Nadu, India.

Continuous Internal Assessment Test I – August 2025
I Semester

Class : I UG
Major : BA Economics/B.Sc.Psychology

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. The prime function of management is
a) Planning b) Organizing c) Staffing d) Motivation **CO1K1**
2. The authority belongs to top level management is
a) Supervisor b) CEO c) Manager d) Accountant **CO1K1**
3. Portfolio analysis aids in
a) Scheduling day to day tasks b) Recruitment decisions
c) Strategic allocation of resources d) Budget forecasting **CO2K1**
4. Which of the following SWOT elements are the external factors for a business?
a) Strengths and Weaknesses b) Opportunities and Threats **CO2K1**
c) Strengths and Opportunities d) Weaknesses and Threats
5. Organizing is the process of
a) Identifying consumer needs b) Grouping work and delegating authority **CO3K1**
c) Resource allocation d) Providing project guidelines
6. Organisation structure establishes relationships between
a) Organisation and environment b) People, work and resources **CO3K1**
c) Organisation and society d) Suppliers and customers

PART – B

Answer the following questions

(3x6 =18)

Answer should not exceed 400 words or two pages

- 7.a. Explain the key functions of management. **CO1K2**
(or)
b. Describe the three levels of management in an organisation. **CO1K3**
- 8.a. List out the benefits of planning. **CO2K2**
(or)
b. Write a note on strategic planning. **CO2K2**
- 9.a. Explain the significance of organisation. **CO3K3**
(or)
b. Interpret the concept of span of control. **CO3K3**

PART-C

Answer the following questions

(3x12=36)

Answer should not exceed 800 words or four pages

- 10.a. Enumerate the Principles of Management. **CO1K3**
(or)
b. Discuss about the functional areas of management. **CO1K3**
- 11.a. Interpret the steps in planning process. **CO2K3**
(or)
b. Explain the components of SWOT analysis with relevant examples. **CO2K3**
- 12.a. Describe the principles of organisation **CO3K3**