



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)
Re-accredited with 'A++' Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Examination - November 2024
I Semester

Class : I UG
Major : BBA

Time : 3 Hours
Max. Marks : 100

24BBAC01 Principles and Practices of Management

Course Outcomes:

- CO1: Define application of management concepts to understand the major internal features of a business system and the environment in which it operates.
CO2: Know and explain the managerial actions of planning, organizing, and controlling with an ethical look.
CO3: Demonstrate critical and analytical thinking when presented with managerial problems and express their views and opinions on managerial issues.
CO4: Understand and analyse the HR requirement in the organization.
CO5: Analyse different controlling techniques and choose the best effective method for the organization.

Part A

10 x 1 = 10

Choose the Correct Answer

1. The process of planning, organizing, directing and controlling the resources of an organization is known as _____.
a. management
b. administration
c. accounting
d. auditing
CO1K1
2. There should be optimum of subordinates reporting to the manager is the concept of _____ as put forward by Henry Fayol
a. unity of direction
b. span of control
c. esprit d'corps
d. unity of command
CO1K2
3. Which of the following is not a type of plan?
a. Rule
b. Strategy
c. Policy
d. Breakdown
CO1K1
4. MBO means
a. Management by Objectives
b. Management by Order
c. Manager by Objectives
d. Management by Organization
CO1K1
5. A _____ organization is a company structure where teams report to multiple leaders.
a. vertical
b. horizontal
c. matrix
d. circular
CO1K2
6. _____ is a form that job seekers fill out to provide information about themselves to potential employers.
a. Application blank
b. Resume
c. Biodata
d. Job Application
CO1K2
7. What is the act of arranging, putting things in order or making things run smoothly together known as?
a. Directing
b. Co-ordination
c. Planning
d. Controlling
CO1K2
8. _____ refers to a process or technique of instructing, guiding, inspiring, counselling, overseeing and leading people towards the accomplishment of organizational goals.
a. Directing
b. Co-ordination
c. Planning
d. Controlling
CO1K2
9. _____ budgeting is a method of budgeting in which all expenses must be justified for each new period. The process begins from a scratch and every function within an organization is analyzed for its needs and costs.
a. Department
b. Master
c. Historical
d. Zero based
CO1K1
10. A control on which the main emphasis is placed on preventing performance of the system to be deviated from the standards _____.
a. feed forward control
b. feed back control
c. steering control
d. post control
CO1K2

Part B
Answer ALL questions
Each answer should not exceed 400 words or two pages

5 x 6 = 30

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| 11.a. Distinguish Administration from Management.
(or) | CO2K3 |
| 11.b. Elucidate the various levels of Management with suitable examples. | CO2K4 |
| 12.a. Demonstrate the process of planning with a neat diagram.
(or) | CO2K4 |
| 12.b. What are the points to be borne in mind while planning effectively? Explain. | CO2K5 |
| 13.a. Identify the various points to highlight the importance of organising.
(or) | CO2K5 |
| 13.b. Why is Delegation of Authority and responsibility important? Elaborate. | CO K4 |
| 14.a. Interpret the definition and meaning of Direction.
(or) | CO2K4 |
| 14.b. Describe the effective steps to be followed for good co-ordination. | CO2K4 |
| 15.a. Appraise the purpose of control.
(or) | CO2K4 |
| 15.b. Discuss the requirements of a good control system. | CO2K3 |

Part C
Answer ALL questions
Each answer should not exceed 800 words or four pages

5 x 12 = 60

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| 16.a. Who is considered as the father of Modern Management? Elaborate on his Principles.
(or) | CO3K5 |
| 16.b. Write down the principles of F W Taylor in detail. | CO3K5 |
| 17.a. Describe the Decision-making process and strategies.
(or) | CO2K4 |
| 17.b. Express the different types of plans with suitable examples. | CO3K6 |
| 18.a. Elaborate the Recruitment and selection process.
(or) | CO3K5 |
| 18.b. Illustrate the different ways of depicting an organisation chart with diagrams. | CO2K5 |
| 19.a. Construct the principles and techniques of Direction.
(or) | CO2K5 |
| 19.b. What do you mean by supervision? Express the functions of supervisors. | CO3K6 |
| 20.a. Determine the steps in the control process.
(or) | CO2K5 |
| 20.b. Evaluate the pros and cons of the various types of control. | CO3K6 |
