

Register Number:

6782

Name of the Candidate:

**B.B.A. (APPLIED MANAGEMENT)
DEGREE EXAMINATION, 2008**

(FIRST YEAR)

(PART-III)

(PAPER-I)

130. PRINCIPLES OF MANAGEMENT

Dec)

(Time: 3 Hours

Maximum: 100 Marks

SECTION-A

(10×2=20)

1. Briefly explain any TEN of the following:

- a) Planning.
- b) Intrinsic Rewards.
- c) Strategy.
- d) Departmentation.
- e) Job enrichment.
- f) Leadership.
- g) Recruitment.

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- h) Office Budget.
- i) Manuals
- j) Duplicators.
- k) Mail Service.

SECTION-B (4×10=40)
Answer any FOUR questions
All questions carry equal marks

- 2. What is Management? How far is it an Art, and a Science?
- 3. What is communication? Enumerate its salient features.
- 4. Explain the Herzberg theory of Motivation.
- 5. Discuss the various types of Leadership.
- 6. What are the functions of the Office Manager?
- 7. State the use of Mail service.

SECTION-C (2×20=40)
Answer any TWO questions
All questions carry equal marks

- 8. Examine the concept of Management as a Discipline.

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- 9. What are the functions and qualifications of Office Supervisor?
- 10. Summarize and evaluate theory X and theory Y.
- 11. Explain a) Intercom b) PABX c) PBX d) STD.

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