

Register Number :

Name of the Candidate :

7 3 7 3

B.B.A. DEGREE EXAMINATION, 2007

(ENGLISH MEDIUM)

(FIRST YEAR)

(PART - III)

(PAPER - III)

**150 / 530. MANAGEMENT PROCESS AND
ORGANISATION THEORY**

[Including B.B.A. (Computer Applications)]

May]

[Time : 3 Hours

Maximum : 100 Marks

PART - A (10 × 2 = 20)

Answer any TEN questions.

All questions carry equal marks.

I. Briefly answer any TEN of the following :

(a) Management as a profession.

(b) Hierarchy of Management.

Turn over

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- (c) Theory - Y.
- (d) Policies.
- (e) Budget.
- (f) Informal organisation.
- (g) Functional authority.
- (h) Span of control.
- (i) Managerial grid.
- (j) Upward communication.
- (k) Budgetary control.
- (l) Intra department co - ordination.

PART - B (4 × 10 = 40)

Answer any FOUR questions.

All questions carry equal marks.

- 2. What are the characteristics of a good plan ? - Explain.
- 3. Distinguish between centralisation and decentralisation of authority.
- 4. Explain the components of staffing function.

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- 5. Describe the qualities of a leader.
- 6. What are the types of communication network ? - Explain.
- 7. Explain the principles of co - ordination.

PART - C (2 × 20 = 40)

Answer any TWO questions.

All questions carry equal marks.

- 8. Describe the steps in implementing MBO technique in an organisation.
- 9. What are the advantages, limitations and suitability of functional organisation and product type organisation ? - Explain.
- 10. Explain the principles of effective communication.
- 11. Explain the various types of techniques used for management control.