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Reg. No. : .....

Name : .....

**Second Semester M.A. (Public Administration) Degree Examination,  
August 2009**

**223 – PRINCIPLES OF BUSINESS ADMINISTRATION**

Time : 3 Hours

Max. Marks : 75

**PART – A**

Answer **any six** questions. **Each** question carries **five** marks.

1. Describe the factors determine the working capital management.
2. Discuss briefly the problems of introducing new products.
3. Examine the concept of Human Resource Management.
4. Define quantitative analysis.
5. Explain marketing strategy factors.
6. What are the major types of financial management decisions ?
7. Write a note on advertising management.
8. Give an account of organisational design and development.
9. Assess the relation between social process and behavioural issues.
10. Critically examine how we can evolve a healthy relation between trade union and management. **(6×5=30 Marks)**

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PART – B

Answer **any three** questions. **Each** question carries **15** marks.

11. Examine the need for man power planning.
  12. Discuss the factors influencing consumer behaviour.
  13. Explain the important determinants of the capital investment of a firm.
  14. Define marketing management and explain the marketing concepts.
  15. Critically analyse the current trends in business administration. **(3×15=45 Marks)**
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