

2346

BBA - 11

B.B.A.DEGREE EXAMINATION – JANUARY, 2006.

(For AY 2004 – 05 and CY 2005 students)

First Year

PRINCIPLES OF MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. Explain the concept of strategies.
2. What are the objectives of budgeting?
3. Authority can be delegated but not responsibility – comment.
4. Explain the importance of planning.
5. Explain the different types of styles of leadership.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All question carry equal marks.

6. What are the characteristics of a good test? Explain the advantages and disadvantages of a test.
7. Define planning. Discuss the types and limitations of planning process.
8. What is recruitment? Explain the difficulties involved in recruiting a suitable person.
9. What are features of a good control system?
10. Explain the different types of organisation structures.
11. Explain the problems, types and process of decision making.
12. Explain the relationship between span of control and efficiency.