

(Pages : 4)

K – 3399

Reg. No. :

Name :

Fifth Semester B.Com. Degree Examination, February 2021.

First Degree Programme under CBCSS

Open Course I : CO 1551.2/ CC 1551.2/ CX 1551.2/ TT 1551.2

PRINCIPLES OF MANAGEMENT

(2018 Admission – Regular)

**(Common for Commerce/ Commerce with Computer Application/
Commerce and Tax Procedure and Practice/ Commerce and
Tourism and Travel Management)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** or **two** sentences each. Each questions carries 1 mark

1. Define mission and vision.
2. Define Organization.
3. State two important characteristics of directing.
4. What is a SCAMPER tool?
5. Define the term, 'multiplicity of roles'.
6. What is concurrent control?
7. What do you mean by decentralization?

P.T.O.

8. What is a public sector enterprise?
9. What is performance appraisal?
10. What is operations research?

(10 × 1 = 10 Marks)

SECTION – B

Answer **any eight** questions in not exceeding **one** paragraph each. Each question carries **2** marks

11. List the steps involved in strategic planning.
12. Define Decision Making.
13. What is Laissez - faire?
14. List out the human factors in managing.
15. Define creativity.
16. What are the different bases of power?
17. What is meant by reframing matrix?
18. Mention the various factors involved in using motivational techniques.
19. What is job enrichment?
20. Define Scientific Management.
21. Name the steps involved in motivation process.
22. What is an informal organization?
23. What is span of control?

24. What are the different types of training?
25. What do you mean by a strategy?
26. What is Organization Structure?

(8 × 2 = 16 Marks)

SECTION – C

Answer **any six** questions in not exceeding **120** words each. Each question carries **4** marks

27. What are the essential skills of managers?
28. Discuss the principles of scientific management.
29. Distinguish between authority and power. What are the bases of power?
30. Distinguish between formal organization and informal organisation.
31. What are the characteristics of control? Discuss its advantages.
32. What is MBO? Mention the features of MBO.
33. What are the types of departmentation?
34. What is the purpose of organization?
35. What are the limitations of job enrichment?
36. What are the basic assumptions of Theory X?
37. What are the merits of line and staff organisation?
38. Discuss the decisional roles of a manager.

(6 × 4 = 24 Mark)

SECTION – D

Answer **any two** questions in not exceeding **four** pages each. Each question carries **15** marks

39. Explain the various phases of Communication Process.
40. Briefly discuss Henry Fayol's principles of management.
41. Explain different styles of leadership based on authority.
42. What are the different types of modern controlling techniques?
43. What are the sources of conflict? What are the methods of resolving conflict?
44. "Management has largely been considered as a profession, despite certain inherent shortcomings". Discuss.

(2 × 15 = 30 Marks)
