LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – **BUSINESS ADMINISTRATION**

FIRST SEMESTER – **APRIL 2022**

UBU 1501 – PRINCIPLES OF MANAGEMENT

(19 & 20 BATCHES)

Date: 15-06-2022 Dept. No. Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

Q. No **Answer ALL questions** **(10 x 2 = 20 Marks)**

1. Define Administration.
2. What is Esprit de corps?
3. Define policies.
4. Restate What is Centralization.
5. Define strategy.
6. State different types of delegation.
7. How will you make communication effective?
8. Identify the steps involved in the motivation process.
9. Define Critical Point Control.
10. How to achieve coordination?

PART – B

Answer any FOUR questions **(4 x 10 = 40 Marks)**

11. Explain the various steps in the selection of employees.
12. Interpret the features of MBO.
13. Explain the characteristics of an ideal control system.
14. Correlate the role of scientific management in the modern era.
15. Explain the barriers to effective communication and suggest measures for it.
16. "Is the Management Science or an Art" – Justify.
17. Explain the various types of training employees.

PART – C

Answer any TWO questions **(2 x 20 = 40 Marks)**

18. Summarize in detail the Process of Illumination Experiment and its impact on productivity.
19. Explain Henri Fayol's contributions to management thought.
20. "Staffing is the responsibility of every manager and not of the personnel department" – Justify.
21. Discuss the importance of communication in a modern industrial organization.

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