

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIRST SEMESTER – NOVEMBER 2019

UBU 1501 – PRINCIPLES OF MANAGEMENT

Date: 30-10-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART – A

ANSWER ALL THE QUESTIONS:

(10 x 2 = 20 marks)

1. What is meant by management?
2. What is coordination?
3. Mention any two limitations of planning.
4. What is budget?
5. Define departmentation.
6. What are organisation manuals?
7. Who is an effective supervisor?
8. Define motivation.
9. List out the elements of control.
10. Define cooperation.

PART – B

ANSWER ANY FOUR QUESTIONS:

(4 x 10 = 40 marks)

11. Elaborate the different levels of management.
12. Describe the contributions of Elton Mayo towards management.
13. Explain the obstacles to effective planning.
14. What is strategy? Explain the types of strategy.
15. Brief about importance of delegation.
16. Define Communication. Explain the methods of communication.
17. Describe the steps involved in control process.

PART – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40 marks)

18. Explain the functions of management.
19. Discuss the different types of planning.
20. Define selection. Explain the steps involved in selection process.
21. Explain the functions and importance of leadership.
