



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – ACCOUNTING AND FINANCE

FOURTH SEMESTER – APRIL 2022

UAF 4503 – PRINCIPLES OF MANAGEMENT

Date: 18-06-2022

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 'Management'.
- 2 What do you understand by Core Competence?
- 3 State any two objectives of planning.
- 4 Distinguish between strategic and operational planning.
- 5 What is Decentralization?
- 6 Define 'Coordination'
- 7 What are hygiene factors?
- 8 What do you mean by leadership?
- 9 What is Downward Communication?
- 10 Identify any two modern techniques of control.

PART – B

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

- 11 Write a note on the contribution of C.K. Prahalad to Management.
- 12 Identify and analyze the changing roles of a manager in 21st century.
- 13 Briefly explain the various types of plans.
- 14 Explain the steps involved in the process of controlling.
- 15 Briefly discuss the principles of a good organization
- 16 Distinguish between recruitment and selection.
- 17 Explain precisely the problems involved in an effective coordination.

PART – C

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

- 18 Explain the functions of Management.
- 19 Discuss the various steps involved in the process of planning.
- 20 Describe the different styles of leadership with their suitability.
- 21 Critically analyze PERT as an effective technique of managerial control.
