



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIRST SEMESTER – NOVEMBER 2024

UBU1MC01 – PRINCIPLES OF MANAGEMENT



Date: 09-11-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 am-12:00 pm

SECTION A - K1 & K2 (CO1)

Q.No	Levels	Answer ALL the Questions	(10 x 2 = 20)
1	K1	What is management?	
2		List the roles of a manager.	
3		Define planning	
4		List any two difference between vision and mission.	
5		Define departmentation	
6	K2	What is formal and informal organization?	
7		List the factors affecting staffing	
8		What are the principles of directing?	
9		Define coordination and its importance.	
10		What are the problems associated with effective coordination	

SECTION B – K3 & K4 (CO2)

		Answer ALL the Questions	(4 x 10 = 40)
11	K3	Apply Henry Fayol's principles of management to modern organizations. [OR]	
12		Identify the principles of scientific management to a real-world business scenario, demonstrating how an organization might implement these practices.	
13		Develop planning tools and techniques in organizational decision-making. [OR]	
14		Apply the concept of departmentation in a real-world scenario.	
15	K4	Utilize McGregor's Theory X and Y for employee motivation strategies. [OR]	
16		Analyse how effective decision-making impacts business strategies.	
17		Apply control techniques to improve organizational performance. [OR]	
18		Analyse the role of coordination in team success.	

SECTION C – K5 & K6 (CO3)

		Answer ALL the Questions	(2 x 20 = 40)
19	K5	Evaluate the role of a manager in functional areas of management. [OR]	
20		Discuss the importance and principles of Directing.	
21	K6	Create a communication plan to overcome barriers in an organization. [OR]	
22		Discuss the various methods of securing effective co-ordination.	

\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$