

Total no of Pages:

Register Number:

5674

Name of the Candidate:

B.B.A. DEGREE EXAMINATION, 2011

(GLOBAL)

(FIRST YEAR)

(PART-I: PAPER-II)

111. FUNDAMENTALS OF MANAGEMENT

Dec.)

(Time: 3 Hours

Maximum: 100 Marks

SECTION-A

(10×2=20)

Answer any TEN questions  
All questions carry equal marks

1. Define the term management.
2. Who coined the term scientific management?
3. What do you mean by Hierarchy?
4. What do you understand by strategy?
5. How do you explain the term 'informal organisation'?
6. What is delegation?
7. Define the term Leader.
8. Name any two Leadership styles.
9. What do you mean by control?
10. Define planning.
11. What do you understand by social responsibility?
12. Expand CSR.

SECTION-B

(4×10=40)

Answer any FOUR questions  
All questions carry equal marks

13. Briefly explain the managerial functions and levels of organisation.

14. Discuss the nature of planning and its type.
15. Distinguish formal and informal organisation.
16. Explain the different leadership styles.
17. Explain the basics of control process.
18. Discuss the social responsibility of an organisation to develop a society.

SECTION-C

(2×20=40)

Answer any TWO questions  
All questions carry equal marks

19. Discuss the evolution of management and its growth.
20. Explain the nature and purpose of strategy and policy formulation.
21. Define Leadership and discuss in detail about the of leadership theories.
22. Discuss the techniques in control process.

jkpHhf;fk;gFjp- m

vitnnaDk; gj;J tpdhf;fSf;F tpil jUf

(10×2=20)

midj;J tpdhf;fSf;Fk; rk kjpg;bgz;fs;

1. nkyhz;ik-tiuaW
2. mwptpay; rhh;e;j nkyhz;ik Kiwia mwpKfg;gLj;jpath; ahh;?
3. goepiy vd;why; vd;d?
4. a[f;jp vd;why; vd;d?
5. tiuaWf;fg;glhj mikg;g[ vd;why; vd;d?
6. mjpfhu gfph;t[ vd;why; vd;d?
7. jiyth;-tiuaW

8. jiyikj;Jtj;jpw;fhd tiffs; ,uz;oid TWf
9. fl;Lg;ghL Kiwik vd;why; vd;d?
10. jpl;lkpLjy; vd;why; vd;d?
11. r\_f bghWg;g[ gw;wp ePtp; mwpe;jtw;iw TWf
12. CSR-tphpthf;fk; jUf
- gFjp- M
- (4×10=40)
- vitnaDk; ehd;F tpdhf;fSf;F tpilasp  
midj;J tpdhf;fSf;Fk; rk kjpg;bgz;fs;
13. nkyhz;ik bray;ghLfs; kw;Wk; epWtdj;jpd; epiyfis tpthp
14. jpl;lkpLjydp; neh;fk;/ mtw;wpd; tiffis tpthp
15. tluaWf;fg;gl;l kw;Wk; tluaWf;fg;ghj mikg;g[fis ntWgLj;Jf
16. jiyikj;Jt mDFKiwfis RUf;fkhf tpthpf;ft[k;.
17. fl;Lg;ghl;L Kiwikapd; mog;gilapid tpsf;Ff
18. rKjha Kd;ndw;wj;jpw;fhd epWtdj;jpd; r\_f bghWg;gpil tpthpf;ft[k;

gFjp-

(2×20=40)

vitnaDk; ,uz;L tpdhf;fSf;F tpilasp  
midj;J tpdhf;fSf;Fk; rk kjpg;bgz;fs;

19. nkyhz;ikapd; njhw;wk;/ kw;Wk; tsh;r;rp Fwpj;J tphpthf tpthp
20. a[f;jp kw;Wk; bfhs;if cUthf;Fjydp; neh;fk; kw;Wk; mtrpak; Fwpj;J  
tphpthf tpthpf;ft[k;

21. jiyikj;Jt fUj;Jf;fs; Fwpj;J tpsf;Ff

22. fl;Lg;ghl;L Kiwik El;gk; Fwpj;J tpthpf;ft[k;.

