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Register Number:

6702

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, 2011

(RELATIONSHIP MANAGEMENT)

(FIRST YEAR)

(PAPER-IV)

140. PRINCIPLES OF MANAGEMENT

Dec.)

(Time: 3 Hours

Maximum: 75 Marks

SECTION-A

(5×3=15)

All questions carry equal marks

1. Write short notes on any five
  - a) Management Functions
  - b) Managers Vs Leaders
  - c) Planning
  - d) Budgeting
  - e) Organizational Structure
  - f) Span of Management
  - g) Business Environment
  - h) Motivation

SECTION-B

(3×10=30)

Answer any THREE questions  
All questions carry equal marks

2. How will you accept Management as an art, science and a profession?
3. Elaborate on the different types of plans.
4. Explain the theories of organization.
5. Write a note on the types of business objectives.
6. Discuss the different steps in control process.

SECTION-C

(1×15=15)

Answer any ONE question

7. Enumerate the evolution of management and the functions of manager.
8. Elucidate the characteristics and components of business environment.
9. Describe the different methods of control appropriate for Indian business enterprises.

(1×15=15)

(Compulsory)

10. “Different theories of motivation contributes to the study of human behaviour in organizations”- Substantiate.

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