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Register Number:

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Name of the Candidate:

B.B.A. DEGREE EXAMINATION – 2011  
(DOUBLE DEGREE)  
(PART – III)  
(PAPER – IV)

270. PRINCIPLES OF MANAGEMENT

December)

(Time: 3 Hours

Maximum: 100 Marks

SECTION - A

Answer ALL questions.

(10 × 2 = 20)

1. Define Management.
2. Differentiate Management and Administration.
3. What is lanning?
4. State four forecasting methods in planning.
5. Define organization.
6. Differentiate committees and organization.
7. What are the purposes of staffing?
8. Define Leadership.
9. Define motivation.
10. What is feed back control system in management?

SECTION - B

Answer any FOUR questions.

(4 × 10 = 40)

11. Discuss the contributions of F.W. Taylor and Henry Fayol.
12. Explain the steps and types of planning.
13. Explain the types of organization and its nature and functions.
14. Discuss the nature and purpose of staffing.
15. Explain the theories of leadership.
16. Explain the types of control system in management.

SECTION - C

Answer any TWO questions.

(2 × 20 = 40)

17. Explain the: (a) Elton Mayo (10)  
(b) Mary Parker Follet (5)
18. Discuss the theories of motivation (Any 5 theories).
19. Discus the types and characteristics of communications.
20. Explain the approaches to effective co-ordination in management.

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