



K24U 4080

Reg. No. : .....

Name : .....

**First Semester B.B.A./B.B.A.(R.T.M./A.A.M.) Degree (C.B.C.S.S. – OBE-Supplementary/Improvement) Examination, November 2024  
(2019 to 2023 Admission)**

**Core Course**

**1B01BBA/BBA(RTM/AAM) : PRINCIPLES AND PRACTICE OF  
MANAGEMENT**

Time : 3 Hours

Max. Marks : 40

**PART – A  
(Short Answer)**

Answer **all** questions. **Each** question carries **1** mark. (6×1=6)

1. Define the term 'Management'.
2. List out any two features of Management.
3. Name the different types of decisions.
4. Define the concept of Delegation.
5. Define Staffing.
6. What is planning premises ?

**PART– B  
(Short Essay)**

Answer **any six** questions. **Each** question carries **2** marks. (6×2=12)

7. "Management is an art as well as science". Explain.
8. What is Organizing ?
9. What is meant by Decentralization ?

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10. Write down the merit and demerit of Centralization of authority.
11. Make a note on 'Co-ordination'.
12. State any two limitations of Planning.
13. Explain the process of Staffing.
14. What are the causes of Stress ?

**PART – C  
(Essay)**

Answer **any four** questions. **Each** question carries **3** marks. (4×3=12)

15. State the contributions of F.W. Taylor to management.
16. Explain the various approaches of management thoughts.
17. Define Planning. Discuss the importance of planning.
18. Explain the principles of Organizing.
19. Bring out nature and purpose of Directing.
20. Discuss the difference between BPO and KPO.

**PART – D  
(Long Essay)**

Answer **any two** questions. **Each** question carries **5** marks. (2×5=10)

21. What is meant by decision making ? Discuss the process of decision making.
22. Classify the levels of management. Briefly describe the functions of different levels of management.
23. What is meant by Control ? Discuss the control process.
24. Define Work life balance. Explain the components of work life balance.