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Name.....

Reg. No.....

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021

B.B.A.

BBA 1B 01—MANAGEMENT THEORY AND PRACTICES

(2021 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. What is meant by man power planning ?
2. What is a budget ?
3. What is TQM ?
4. What do you mean by departmentation ?
5. What is meant by the Unity of Direction principle ?
6. What do you mean by Functional Foremanship ?
7. What is meant by business ethics ?
8. List out any four features of planning.
9. Define management.
10. What is meant by Corporate Governance ?
11. What do you mean by promotion and transfer ?
12. What is meant by Line organization ?
13. What is job analysis ?
14. What do you mean by training ?
15. What is lean management ?

(10 × 3 = 30 marks)

Turn over

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Section B

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. What are the various steps involved in the control process ?
17. Explain the various techniques of scientific management.
18. List out the merits and demerits of the Bureaucratic approach or Bureaucracy.
19. Explain any five external sources of recruitment.
20. Write a note on the levels of management.
21. What are the basic principles of Indian Ethos for Management ?
22. Explain any five factors that affect or influence the Span of Control.
23. Write a short note on Business Process Re-engineering.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Explain the various types of plans. Also, discuss the planning process.
25. Explain the three types of theories covered under the modern approach to management.
26. What do you mean by centralization and decentralization ? List out its benefits and limitations.
27. What do you mean by staffing ? What are the various factors affecting staffing ?

(2 × 10 = 20 marks)