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Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2022**

B.B.A

BBA 1B 01—MANAGEMENT THEORY AND PRACTICES

(2019—2022 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A***Answer the following questions.**Each question carries 2 marks.*

1. Explain the idea or concept behind the 'Esprit de Corps' principle.
2. What do you mean by Kaizen ?
3. What is meant by MBO ?
4. Who is a Manager ?
5. List out any *four* criticisms of administrative theory or approach to management.
6. What do you mean by job description ?
7. What is meant by feedback control ?
8. What do you mean by decentralization?
9. "Planning and controlling are rightly called as 'Siamese twins' of management". Explain.
10. List out any *four* benefits or advantages of planning.
11. Define Management.
12. List out any *four* roles or activities of the middle level of management.
13. What do you mean by a policy ?
14. What is meant by work ethos ?
15. What do you mean by recruitment ?

(15 × 2 = 30, Maximum ceiling 25 Marks)

**Turn over**

**Part B**

*Answer the following questions.  
Each question carries 5 marks.*

16. Write a note on the contingency approach to management.
17. List out the benefits and limitations of decentralization.
18. What are the various characteristics or features of directing ?
19. Write a short note on Open Book Management.
20. Distinguish between recruitment and selection.
21. List out the basic features of the neoclassical approach.
22. Explain the planning process or the stages or steps involved in planning.
23. List out the differences between formal and informal organizations.

(8 × 5 = 40, Maximum ceiling 35 Marks)

**Part C**

*Answer any **two** questions.  
Each question carries 10 marks.*

24. Explain in detail the various sources of recruitment.
25. List out the characteristics of business ethics. Also, explain the principles of business ethics.
26. “Henri Fayol developed 14 general principles of management which are still considered important in management”. Elaborate.
27. What are the various characteristics or features of controlling ? Also, list out the steps involved in the control process.

(2 × 10 = 20 marks)