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14124

I Semester B.B.A. Degree Examination, December 2018  
(CBCS) (2018 – 19 & Onwards) (Fresh)  
**BUSINESS ADMINISTRATION**  
Management Process

Time : 3 Hours

Max. Marks : 70

**Instruction :** Answer should be written in **English** only.

SECTION – A

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

1. a) What is meant by policy ?
- b) What is Job Analysis ?
- c) What is Directing ?
- d) What is meant by Organisation Chart ?
- e) Give the meaning of Social Responsibility.
- f) Name the three levels of management.
- g) What is Decision making ?

SECTION – B

Answer **any three** questions. **Each** question carries **six** marks. (3×6=18)

2. Explain the leadership styles.
3. Analyse the essentials of good plan.
4. Explain the types of communication.
5. Give a note on reasons for increased social consciousness among businessmen.
6. Write any three merits and demerits of committees.

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## SECTION – C

Answer **any three** questions. **Each** question carries **fourteen** marks.

(3×14=42)

7. Explain the merits and demerits of line and staff organisation.
8. What is controlling ? What are the essentials of sound control system ?
9. What is staffing ? Explain its importance.
10. Explain Maslow's need hierarchy theory.
11. Explain the principles of management.

## SECTION – B

(3×8=24)

Answer any three questions. Each question carries six marks.

1. Explain the leadership styles.
2. Analyse the essentials of good plan.
3. Explain the types of communication.
4. Give a note on reasons for increased social consciousness among businessmen.
5. Write any three merits and demerits of committees.