

**Q.P. Code : 35122**

**First Semester B.B.A. Degree Examination,  
November/December 2019**

*(CBCS – Semester Scheme – 2019-20 – New Scheme)*

**Business Administration**

**Paper 1.4 – PRINCIPLES OF MANAGEMENT**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to Candidates : Answers should be written completely in English only.*

**SECTION – A**

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

1. (a) Define Management.
- (b) Give the meaning of MBO.
- (c) What is Staffing?
- (d) Write any two differences between Centralization and Decentralization.
- (e) Give the meaning of Upward Communication.
- (f) What is single use plan?
- (g) Define business ethics.

**SECTION – B**

Answer any **THREE** questions. Each question carries **5** marks :  
**(3 × 5 = 15)**

2. Is Management an Art or Science? Discuss.
3. Discuss the need for Delegation of Authority.
4. Explain the various factors that determine Ethical and Unethical behavior in the organisation.
5. Briefly explain the principles of Directing.

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END

SECTION - C

Answer any **THREE** questions. Each question carries **15** marks : (3 × 15 = 45)

6. Explain the principles of management. 8/12 → 30
7. Explain the planning process in detail.
8. Discuss in detail various barriers to communication. Explain the steps to overcome barriers.
9. Explain the social responsibility of business towards different stake holders.