

NOVEMBER 2017

72222/MAM1D

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. What are the functions of management?
2. Distinguish management from administration.
3. Define planning.
4. Define objectives.
5. What are repeated use plans?
6. What are strategic decisions?
7. What is decentralisation?
8. Define departmentation.
9. What does training mean?
10. Define control.
11. What is business ethics?
12. What is corruption?

I BBA - Principles of Management

SECTION B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. Explain the basic characteristics of management.
14. Differentiate policy from procedure.
15. Explain the steps to make planning effective.
16. Explain the merits and demerits of line and staff organisation.
17. State the factors in span of management.
18. Explain the merits and demerits of on-the-job training.
19. Explain the various types of ethical issues.
22. Explain the advantages and disadvantages of decentralisation.
23. Explain in detail the various external sources of recruitment.
24. Discuss the role and importance of business ethics.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. Explain the management thought of Peter F. Drucker.
21. Discuss the steps involved in the process of decision-making.