

NOVEMBER 2022

72231/BB21A

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. Name any two modern management approaches.
2. State the features of business objectives.
3. Write a note on long term Planning.
4. Indicate the levels of management.
5. List out the benefits of committee form of organisation.
6. State any two merits of line organization.
7. What is Panel interview?
8. What are the different types of delegation?
9. Differentiate cooperation and coordination.
10. List out any two disadvantages of span levels.
11. What do you mean by covert ethical issues?
12. How will you maintain environmental protection?

I BBA → Principles of Management

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions in 200 words each.

13. Narrate the important aspects of scientific management.
14. Brief the different kinds of polices.
15. Explain the functions of an organisation.
16. Brief the factors to be considered while selecting a basis for departmentation.
17. State the principles of delegation.
18. Discuss the process of control.
19. What are the four sides of ethico-business Diamond? Explain.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Discuss the 14 general principles of management given by Henry Fayol.
21. Evaluate the importance of planning in modern business.
22. Narrate the merits and demerits of promotion by seniority and merit.

23. Explain the various stages in control process.
24. Discuss the arguments against ethics in Business.