



BB 21

II Semester B.B.M. Examination, June/July 2010
PRINCIPLES OF MANAGEMENT

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **any five** questions. **Each** carries **2** marks :

1. a) Mention the steps involved in the planning process.
- b) List the general objectives of management.
- c) What are the functions of management ?
- d) Bring out the difference between Management and Administration.
- e) State the Maslow's hierarchy of needs.
- f) Explain the importance of feedback in controlling.
- g) What is limiting factor in planning ?

SECTION – B

Answer **any four** questions. **Each** carries **5** marks :

2. What is the difference between line and staff functions ?
3. Explain the difference between one time plan and a standing plan.
4. Why management is considered as a profession ?
5. What are the techniques of controlling ?
6. Explain the importance of planning.

P.T.O.



SECTION – C

Answer **any five** questions. **Each** carries **10** marks :

7. Explain the distinction between formal and informal organizations.
 8. “Authority must be commensurate with responsibility” explain.
 9. What are short range plans and long range plans ? Explain with suitable examples.
 10. Explain the difference between delegation and decentralization.
 11. What is staffing ? Why is it important ?
 12. What is McGregor’s theory of motivation ? Explain the importance of motivation.
 13. Explain the steps involved in the process of controlling.
 14. Explain the importance of directing and Managerial leadership.
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