

**E 1450**

(Pages : 2)

Reg. No.....

Name.....

**B.T.S. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2015**

**Fourth Semester**

Common Core Course 4—PRINCIPLES OF MANAGEMENT

(2013 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part A (Short Answer Questions)**

*Answer all questions.  
Each question carries 1 mark.*

1. What do you mean by Management by Exception ?
2. Name any *two* on the Job training method.
3. What do you mean by Grapevine communication ?
4. What is Policy ?
5. Define Responsibility.
6. Why management is pervasive in nature ?
7. What are the elements of Directing ?
8. Define Management.
9. What is strategic planning ?
10. Explain organisation manual.

(10 × 1 = 10)

**Part B (Brief Answer Questions)**

*Answer any **eight** questions.  
Each question carries 2 marks.*

11. What do you mean by leadership ?
12. Define Planning.
13. Define Co-ordination.
14. Explain vestibule training ?
15. Difference between centralisation and Decentralisation.
16. List down the functions of Middle level management.
17. Explain management as a processes.
18. What is manpower planning ?

**Turn over**

19. Distinguish between narrow span of management and wide span of management.
20. What are the limitations of planning ?
21. What are the steps involved in controlling ?
22. Explain the scope of management ?

(8 × 2 = 16)

**Part C (Descriptive/Short Essay Questions)**

*Answer any six questions.  
Each question carries 4 marks.*

23. "Management is art as well as science". Explain.
24. Explain the functions of management.
25. Explain the scientific management principles.
26. What are the factors influencing span of management ?
27. Difference between line organisation and line and staff organisation ?
28. Explain the types of organisation chart.
29. Explain the relationship between planning and controlling.
30. Explain the steps involved in organising.
31. Explain Herzberg's two factor theory.

(6 × 4 = 24)

**Part D (Long Essays)**

*Answer any two questions.  
Each question carries 15 marks.*

32. Explain the roles and responsibilities of a manager.
33. Define MBO. Explain its process.
34. Explain the sources of Recruitment ?
35. Explain the recent trends in Management.

(2 × 15 = 30)