

Reg. No. :

Name :

Fifth Semester B.Com. Degree Examination, February 2021

First Degree Programme Under CBCSS

Open Course I : CO 1551.2/CC1551.2/CX 1551.2/TT 1551.2

PRINCIPLES OF MANAGEMENT

(2015-17 Admission)

**(Common for Commerce/Commerce with Computer
Application/Commerce and Tax Procedure and Practice/Commerce and
Tourism and Travel management)**

Time : 3 Hours

Max. Marks : 80

SECTION– A

Answer **all** questions in one or two sentences each. Each question carries **1** mark.

1. Define mission and vision.
2. Define Organization.
3. State two important characteristics of directing
4. What is a SCAMPER tool?
5. Define the term, 'multiplicity of roles'.
6. What is concurrent control?
7. What do you mean by decentralization?

8. What is a public sector enterprise?
9. What is performance appraisal?
10. What is operations research?

(10 × 1 = 10 Marks)

SECTION – B

Answer **any eight** questions in not exceeding one paragraph each. Each question carries **2** marks.

11. List the steps involved in strategic planning.
12. Define Decision Making.
13. What is Laissez -faire?
14. List out the human factors in managing.
15. Define creativity.
16. What are the different bases of power?
17. What is meant by reframing matrix?
18. Mention the various factors involved in using motivational techniques.
19. What is job enrichment?
20. Define Scientific Management.
21. Name the steps involved in motivation process.
22. Name an informal organization.

(8 × 2 = 16 Marks)

SECTION – C

Answer **any six** questions in not exceeding 120 words each. Each question carries **4** marks.

23. What are the essential skills of managers?
24. Discuss the principles of scientific management.
25. Distinguish between authority and power. What are the bases of power?
26. Distinguish between formal organization and informal organisation.
27. What are the characteristics of control? Discuss its advantages.
28. What is MBO? Mention the features of MBO.
29. What are the types of departmentation?
30. What is the purpose of organization?
31. What are the limitations of job enrichment?

(6 × 4 = 24 Marks)

SECTION – D

Answer **any two** questions in not exceeding 4 pages each. Each question carries **15** marks.

32. Explain the various phases of Communication Process.
33. Briefly discuss Henry Fayol's principles of management.
34. Explain different styles of leadership based on authority.
35. "Management has largely been considered as a profession, despite certain inherent shortcomings". Discuss.

(2 × 15 = 30 Marks)