

64124

First Semester B.B.A. Degree Examination, December 2018

(CBCS Scheme)

Business Administration

Paper 1.6 – MANAGEMENT PROCESS

Time : 3 Hours]

[Max. Marks : 70

Instructions to Candidates : Answers should be written in English.

SECTION – A

Answer any **FIVE** of the following sub-questions. Each sub-question carries **2** marks : (5 × 2 = 10)

1. (a) What is unity of direction?
- (b) Mention any four types of organisations.
- (c) What is MBO?
- (d) What are tactical decisions?
- (e) What is decentralisation?
- (f) What is PERT?
- (g) What is motivation?



SECTION – B

Answer any **THREE** questions. Each question carries **6** marks : (3 × 6 = 18)

2. Distinguish between management and administration.
3. Explain the principles of planning.
4. Explain the merits of line and staff organisation.
5. Discuss the importance of co-ordination.
6. Explain, in brief Maslow's need hierarchy theory of motivation.

64124

SECTION – C

Answer any **THREE** questions. Each question carries **14** marks : **(3 × 14 = 42)**

7. What qualities and skills should the manager possess to succeed in management?
8. Explain the advantages and disadvantages of planning.
9. Explain the principles of organisation.
10. Explain the different types of communication.
11. Describe the essentials of a sound control system.

