

18. (a) Explain the uses of Organization Chart.
Or
(b) Differentiate between formal and informal organisation.
19. (a) State the importance of staffing.
Or
(b) Enlist the characteristics of controlling.
20. (a) What are the types of values that motivate ethics at the individual level?
Or
(b) Briefly explain the Arguments against Social Responsibility.

PART C — (3 × 10 = 30)

Answer any THREE questions.

21. Discuss and trace the evolution of management with reference to the contributions made by Management Thinkers.
22. Explain the barriers to effective planning and how the organization can overcome them.
23. Discuss the advantages and limitations of different types of organizational structure.
24. Recall the term "motivation" and explain any two motivational theories in detail.
25. Discuss in detail the developments on CSR in India.

S.No. 9001

P 22 MBANME 1

(For candidates admitted from 2022–2023 onwards)

P.G. DEGREE EXAMINATION, NOVEMBER 2023.

Business Administration — Non Major Elective

PRINCIPLES OF MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (20 marks)

Answer ALL questions.

- I. (A) Multiple choice questions: (5 × 1 = 5)
1. Which one of the following statements is not correct?
- (a) Management is a goal-oriented process
 - (b) Management is a continuous process
 - (c) Management is a dynamic process
 - (d) Management is a rigid process
2. What is the planning horizon?
- (a) The distance ahead for the forecasts on which plans are made
 - (b) The time period within which uncertainty is very low
 - (c) The time ahead for which there is no information
 - (d) The maximum time for which managers can make plans

3. Working out a pattern of relationships between the various factors of production is called as _____.
- (a) Planning (b) Organization
(c) Co-ordination (d) Control
4. Organization structure primarily refers to _____.
- (a) How activities are coordinated and controlled
(b) How resources are allocated
(c) The location of departments and office space
(d) The policy statements developed by the firm
5. The resources within an organization, used to achieve its goal, make up the _____ of a business.
- (a) External Environment
(b) Internal Environment
(c) Social Responsibility
(d) Workers Motivation
- (B) Fill in the blanks: (5 × 1 = 5)
6. Management is a _____ Activity.
7. According to time, plan can be divided into _____ types.
8. A _____ organizational structure is the simplest form and has clear lines of authority and ease of decision making.

9. An employee receives order from only one superior and this concept is named as _____.
10. _____ is the application of ethical standards to business behavior.
- II. Descriptive questions: (5 × 2 = 10)
11. Define Management.
12. What is planning?
13. Outline the term "Formal Organization".
14. Name the various leadership styles.
15. What is Social Responsibility of Business?

PART B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

16. (a) State the Characteristics of management.
- Or
- (b) Recall the essential managerial skills required for Managers.
17. (a) Describe the steps involved in strategic planning.
- Or
- (b) State any four limitations of planning.