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I Semester B.B.A. Degree Examination, August - 2021

**BUSINESS ADMINISTRATION**

**Principles of Management**

**(CBCS Semester New-Scheme 2019-20)**

**Paper : 1.4**

**Time : 3 Hours**

**Maximum Marks : 70**

**Instructions to Candidates :**

Answers should be written completely in English only.

**SECTION - A**

Answer any **FIVE** Sub-questions. Each Sub-question carries **2** marks: **(5×2=10)**

1. a) What is Scalar Chain?
- b) What is planning?
- c) Expand:  
MBO  
MBE
- d) What is delegation?
- e) What is Matrix Organisation?
- f) What is Span of Control?
- g) Give the meaning of downward Communication.

**SECTION - B**

Answer any **THREE** questions. Each question carries **5** marks: **(3×5=15)**

2. Briefly explain the different levels of management.
3. Explain six P's of Planning.
4. Distinguish between formal and informal Organisation.
5. Briefly explain the techniques of Directing.

[P.T.O.]



**SECTION - C**

Answer any **THREE** questions. Each question carries **15** marks: **(3×15=45)**

6. Explain the functions of Management.
7. Briefly Explain the advantages and disadvantages of Planning.
8. What is Communication? Discuss in detail various principles of communication.
9. Explain in detail the techniques of Control.