

E 3729



Reg. No.....

Name.....

B.T.S. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2022

Fourth Semester

Common Core Course 4—PRINCIPLES OF MANAGEMENT

(2013—2016 Admissions)

Time : Three Hours

Maximum Marks : 80

Part A (Short Answer Questions)

Answer all questions.

1 mark each.

1. What is span of control ?
2. What is informal communication ?
3. What is recruitment ?
4. Define motivation.
5. What is controlling ?
6. What is organizational objective ?
7. What is decoding ?
8. Explain cross communication.
9. What is planning ?
10. What is non-verbal communication ?

(10 × 1 = 10)

Part B (Brief Answer Questions)

Answer any eight questions.

2 marks each.

11. Discuss the elements of scientific management.
12. Explain the importance of organizational policy.
13. What is decentralization ?

Turn over





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14. Discuss the advantages of formal communication in an organization.
15. Differentiate between training and induction.
16. Discuss the nature of selection.
17. Give any four advantages of MBO.
18. List the barriers of organizational communication.
19. Discuss the purpose of controlling.
20. What is delegation of authority ?
21. Discuss the objectives of recruitment.
22. Discuss the roles of a manager.

(8 × 2 = 16)

Part C (Descriptive/ Short Essay Questions)

*Answer any **six** questions.
4 marks each.*

23. Discuss the importance of feedback in communication.
24. Write a note on different types of training.
25. Discuss the advantages of motivation.
26. Give a brief note on management process.
27. Discuss the functional areas of management.
28. Discuss the responsibilities of a manager.
29. What is scientific management ?
30. Explain the steps in organizing.
31. Define controlling. Explain the nature of controlling.

(6 × 4 = 24)

Part D (Long Essay Questions)

*Answer any **two** questions.
15 marks each.*

32. Discuss and explain the various steps in planning.





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33. Discuss principles of management and its importance.
34. Discuss human resource management. Explain the functions of human resource management.
35. Define communication. Explain the various types of communications and strategies for effective communication.

(2 × 15 = 30)

