



QP CODE: 24802798



Reg No :

Name :

I.M.C.A DEGREE EXAMINATION, APRIL 2024

Third Semester

Faculty of Technology and Applied Sciences

Integrated MCA

Core - IMCA3C04 - PRINCIPLES OF MANAGEMENT

2020 Admission Onwards

5B98061E

Time: 3 Hours

Maximum: 75 Marks

Part A

*Answer any **ten** questions*

*Each question carries **3** marks*

1. Define Management.
2. Explain nature of management principle.
3. What do you mean by planning?
4. Which are the component parts of planning?
5. Differentiate long term and short term planning.
6. Mention the various factors involved in using motivational techniques.
7. Explain grapevine form of communication
8. What is feedback control?
9. Why are formal groups created?
10. Differentiate between type A & B personality
11. What is the importance of marketing management?
12. Define product.

(10×3=30 marks)





Part B

Answer *all* questions

Each question carries **9** marks

13. a) Explain in detail the levels of management.

OR

b) Compare the works of Taylor and Henry Fayol contributions to the management.

14. a) Explain the steps in planning.

OR

b) Distinguish between formal and informal organization

15. a) Name the various leadership styles.

OR

b) Discuss the importance of communication in a modern industrial organization

16. a) How Organization Culture is maintained? use examples to illustrate how a new member is Introduced to the culture & how it affects the business performance?

OR

b) What is personality? What are its major determinants ?

17. a) What is meant by Product Mix? Explain the factors influencing product mix.

OR

b) Discuss various competitive strategies of marketing

(5×9=45 marks)

