



I Semester B.B.A. Degree Examination, November/December 2018
(2014 – 15 & Onwards) (CBCS) (F+R)
BUSINESS ADMINISTRATION
Paper – 1.6 : Management Process

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in **English** only.

SECTION – A

Answer **any five** sub-questions. **Each** sub-question carries **2** marks. **(5×2=10)**

1. a) Define management.
- b) What is single use plans ?
- c) What is span of control ?
- d) List any two barriers of effective communication.
- e) What is an interview ?
- f) Expand the terms PERT and CPM.
- g) What is unity of command ?

SECTION – B

Answer **any three** questions. **Each** questions carries **6** marks. **(3×6=18)**

2. What are the merits and demerits of formal organisation ?
3. Explain the good qualities of a leader.
4. Explain briefly the roles of a manager.
5. What are the factors influencing the organisation structure ?
6. State the various principles of effective communication.



SECTION – C

Answer **any three** questions. **Each** question carries **14** marks.

(3×14=42)

7. What is planning ? Discuss various steps in planning.
 8. What is social responsibility ? Explain its nature and scope.
 9. Explain Maslow's theory of motivation.
 10. What is control ? Discuss in detail the essentials of effective control.
 11. What is recruitment ? Explain the various sources of recruitment.
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