

B.COM (A&F). DEGREE EXAMINATION NOVEMBER 2019
ACCOUNTING AND FINANCE
FIRST SEMESTER

COURSE : MAJOR – CORE
PAPER : MANAGEMENT PRINCIPLES AND APPLICATIONS
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

ANSWER ALL QUESTIONS: (10 x 2 = 20)

1. Define the term Management.
2. List out the various types of Plans.
3. What do you mean by Organizational Chart?
4. List out the elements of Direction.
5. Define 'Controlling'.
6. What do you mean by Recruitment?
7. What is Policy?
8. Define 'Budget'.
9. Explain the term 'PERT'.
10. What do you mean by Decision Making?

SECTION – B

ANSWER ANY FIVE QUESTIONS: (5 x 8 = 40)

11. Is Management a Science or an Art? –Discuss.
12. Explain in brief the stages involved in the process of Selection.
13. Discuss Maslow's hierarchy need theory of Motivation.
14. Explain in brief the functions of a good Management.
15. Describe the various factors determining span of control.
16. Explain the steps for effective communication in an organization.
17. Define Co-ordination. Explain the techniques for effective co-ordination.

SECTION – C

ANSWER ANY TWO QUESTIONS: (2 x 20 = 40)

18. Enumerate in detail the principles of a Good Management.
19. Explain in brief the steps involved in the Decision Making Process.
20. Define 'Leadership'. Discuss the various theories of leadership.
21. What do you mean by Decentralization? Explain the advantages for effective decentralization in an organization.