

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2007 – 08)

SUBJECT CODE : CS/MO/PM64

B. C. A. DEGREE EXAMINATION, APRIL 2010
SIXTH SEMESTER

REG. NO. : _____

COURSE : MAJOR OPTIONAL
PAPER : PRINCIPLES OF MANAGEMENT
TIME : 30 MINUTES **MAX. MARKS: 20**

SECTION –A **(20 x 1=20)**

TO BE ANSWERED ON THE QUESTION PAPER ITSELF:

Answer ALL the questions:

I Choose the correct answer:

1. Which function of management involves the process of filling positions in the organization structure?
a) Planning
b) Controlling
c) Staffing
d) Coordinating
2. Which of the following is a characteristic of Decentralized organization structure?
a) Higher level people in organization can take more effective decisions.
b) Having a uniform policy and coordination of all activities are possible
c) Authority and responsibility have to go simultaneously to subordinates
d) Concentrates managerial authority in the top level
3. Which system is designed to help managers monitor and control organisational performance, and plan for the future.
a) Transactional Processing system
b) Expert System
c) Management Information System
d) Office Automation System
4. The medium term decision on how to implement strategy “For eg. what kind of marketing to have or how many extra staff to recruit” is termed as _____
a) Programmed
b) Operational
c) Tactical
d) Strategic
5. Which chart is more appropriate when trying to identify trends
a) Line Chart
b) Bar Chart
c) Pie Chart
d) Gantt chart
6. The human resource department typically takes primary responsibility for all of the following activities except
a. designing discipline and grievance systems.
b. designing basic compensation and benefits systems.
c. recruiting potential new employees.
d. conducting annual performance appraisal review sessions for all employees.
7. People who own, operate, and take risk of a business venture
a) Employee
b) Manager
c) Entrepreneur
d) Executive

8. _____ pertains to various drives, desires, needs, wishes, and other forces
- a) Leadership
 - b) Motivation
 - c) Communication
 - d) Team building
9. Illegal intrusion into the computer system without the permission of the computer owner/user
- a) Software Piracy
 - b) Hacking
 - c) Virus dissemination
 - d) Spoofing
10. Which of the following statements about business ethics is true?
- a) It concerns the impact of a business activities on society.
 - b) It refers to principles and standards that determine acceptable behavior in the world of business.
 - c) It relates to an individual's values and moral standards and the resulting business decisions he or she makes.
 - d) What is ethical is determined by the public, government regulators, interest groups, competitors, and individual's personal moral values.

II Fill in the blanks

11. _____ is the process of designing and maintaining an environment in which individuals, working together in groups, accomplish their aims efficiently.
12. _____ refers to the varied computer machinery and software used to digitally create, collect, store, manipulate, and relay office information needed for accomplishing basic tasks and goals.
13. PERT stands for _____.
14. _____ is the art or process of influencing people so that they contribute willingly and enthusiastically toward group goals.
15. _____ refers to what is good and bad and is related to moral duty and obligation.

III State True or False:

16. Centralization means concentration of managerial authority in the top level.
17. Programmed decisions are made especially by upper-level managers.
18. A scenario is a set of values that Excel saves and can substitute automatically in cells on a worksheet.
19. A good leader presents his ideas and invites questions.
20. Business Ethics is the field that investigates the ethical issues arising from the development and application of information technologies.

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TIME : 2½ HOURS **MAX. MARKS: 80**

SECTION- B

(8 x 5 = 40)

Answer any EIGHT questions:

1. Define Centralization and Decentralization with respect to organization. Bring out their merits and demerits
2. Bring out the social and professional responsibilities in a business environment.
3. Define open and close system. Give examples for each one of them.
4. Explain briefly the five levels of decision making
5. How is PERT/CPM used in project planning? Explain with an example.
6. What is job design? What are the factors influencing job design?
7. Explain any one approach to effective leadership? Bring out its merits.
8. What are the essential steps to become an entrepreneur?
9. Discuss briefly Business and Information ethics
10. Give any five suggestions in developing ethical conduct throughout the organization

SECTION –C

(4 x 10 =40)

Answer any FOUR questions:

11. Give an account of the functions and skills required for a successful manager.
12. Explain how the following systems can provide the information needs for decision making?
 - a) Management Information System
 - b) Expert Systems
13. Explain the various functions of Human Resource Management.
14. Discuss the tools and techniques used for effective oral and written communication
15. Discuss any five computer crimes in detail and how they can be prevented
16. Explain the following
 - a) Motivation theories
 - b) Time management techniques
