

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2016 - 2017)

SUBJECT CODE: 16CM/MC/PM14

B.B.A DEGREE EXAMINATION NOVEMBER 2016
BUSINESS ADMINISTRATION
FIRST SEMESTER

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

SECTION – A

ANSWER ALL QUESTIONS: (10 x 2 = 20)

1. Define the term BPO.
2. Define the term partnership.
3. Define the term planning.
4. What is Decentralisation?
5. What is Leadership?
6. Define the term Motivation.
7. Define the term Coordination.
8. What is Control?
9. Define the term Communication.
10. What is social responsibility?

SECTION – B

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

11. What are the advantages of partnership?
12. Explain the steps involved in planning process.
13. Explain the concept of Maslow Theory of Motivation.
14. Explain the various types of communication.
15. Explain the various types of leadership involved in an organisation.
16. Explain the concept of social responsibility of business.
17. Why do people resist changes in the organization?

SECTION – C

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

18. Explain Henry Fayol's principles of Modern Management.
19. Explain the qualities required for a successful leader.
20. Explain the steps involved in selection process.
21. What are the barriers to communication and suggest the measures to overcome it?
