



UN – 355

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I Semester B.Com. Examination, November/December 2015
(Repeaters) (Prior to 2012 –13)
COMMERCE
Principles of Management
(100 – 2011 – 12 only)
(90 – Prior to 2011 – 12)

Time : 3 Hours

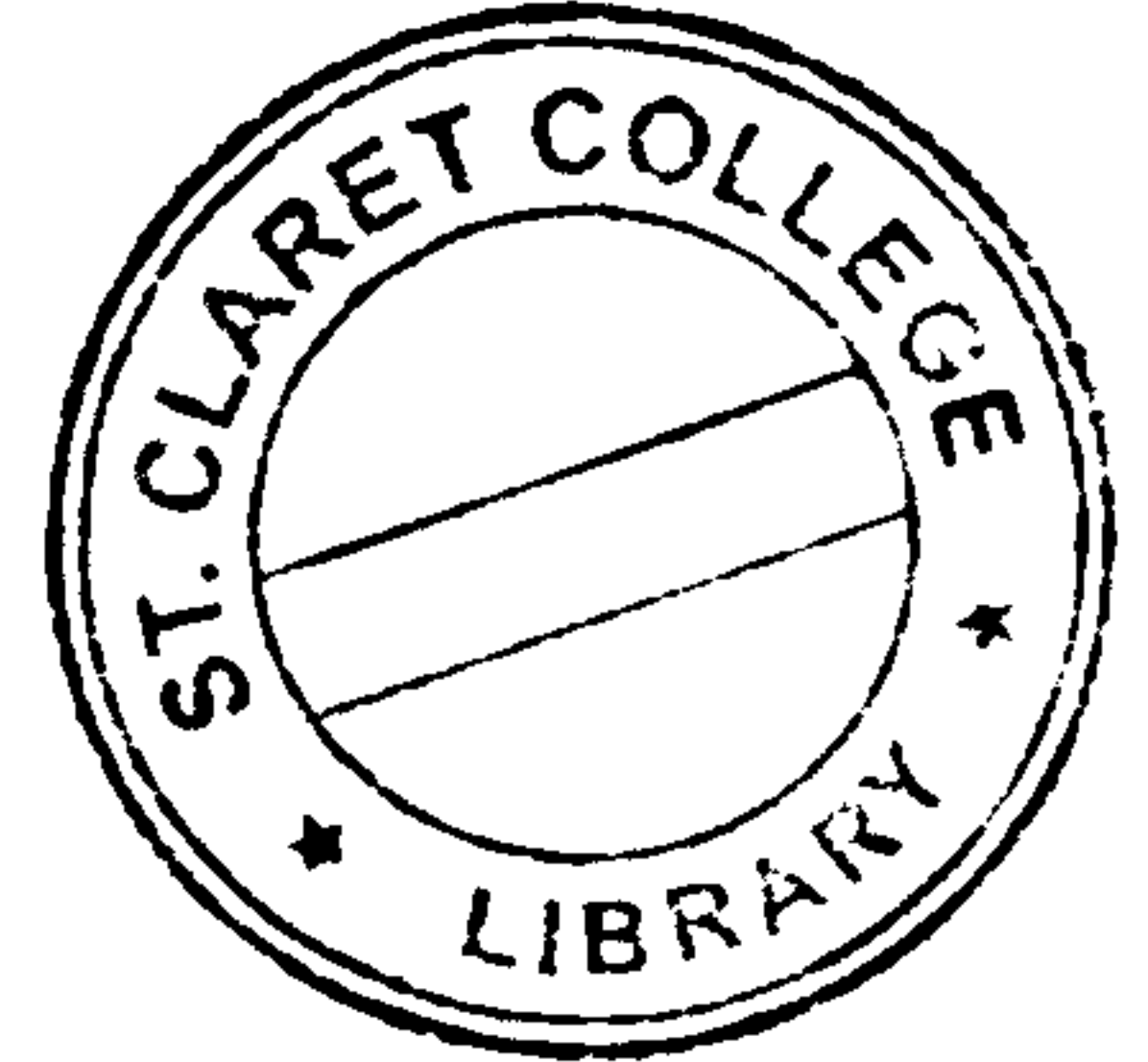
Max. Marks : 90/100

Instruction : Answer should be written either in **English** or **Kannada**.

SECTION – A

Answer **any 10** sub-questions. **Each** sub-question carries **two** marks. (10x2 = 20)

1. a) State any four characteristics of management.
- b) What is forecasting ?
- c) Give the meaning of Management.
- d) What is decentralisation of authority ?
- e) State any 4 important qualities of Manager.
- f) Give the meaning of Corporate Social Responsibility.
- g) What is Mission ?
- h) Write four classification of policies.
- i) Bring out any two advantages of organisation.
- j) What is meant by line authority ?
- k) Name the leadership styles.
- l) What is motivation ?



P.T.O.



SECTION – B

Answer **any 5** of the following questions. **Each** question carries **5** marks. **(5×5=25)**

2. Explain the qualities of a good leader.
3. Briefly explain any two types of Communication.
4. Explain the features of direction.
5. Explain the internal sources of recruitment.
6. Write a note on line and staff organisation.
7. Briefly explain the control process.
8. Explain the nature of co-ordination.

SECTION – C

Answer **any three** questions. **Each** question carries **15** marks. **(3×15 = 45)**

9. Explain principles of management.
10. Discuss the steps involved in planning process.
11. Discuss the meaning, advantages and disadvantages of training.
12. Explain the nature and principles of organisation.
13. Explain in details the leadership styles”.

SECTION – D

Compulsory for **100** marks paper. **(1×10=10)**

14. Explain the staffing in detail.