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14124

I Semester B.B.A. Degree Examination, December 2018
(CBCS) (2018 – 19 & Onwards) (Fresh)
BUSINESS ADMINISTRATION
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 **two** marks. (5×2=10)

1. a) What is meant by policy ?
- b) What is Job Analysis ?
- c) What is Directing ?
- d) What is meant by Organisation Chart ?
- e) Give the meaning of Social Responsibility.
- f) Name the three levels of management.
- g) What is Decision making ?

SECTION – B

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

2. Explain the leadership styles.
3. Analyse the essentials of good plan.
4. Explain the types of communication.
5. Give a note on reasons for increased social consciousness among businessmen.
6. Write any three merits and demerits of committees.

P.T.O.



SECTION – C

500

Answer any three questions. Each question carries fourteen marks.

(3×14=42)

- 7. Explain the merits and demerits of line and staff organisation.
- 8. What is controlling ? What are the essentials of sound control system ?
- 9. What is staffing ? Explain its importance.
- 10. Explain Maslow's need hierarchy theory.
- 11. Explain the principles of management.

SECTION - A

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

- f. What is meant by policy?
- b. Write a note on Authority.
- c. What is Delegation?
- h. What is meant by Organisation Chart?
- e. Give the meaning of Span of Control.
- i. Name the three levels of management.
- g. What is Decision making?

SECTION - B

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

- 2. Explain the leadership styles.
- 3. Analyse the essentials of good communication.
- 4. Explain the types of communication.
- 5. Give a note on factors for increased social responsiveness among business firms.
- 6. Write any three merits and demerits of committees.