

110 – Principles of Management – Model Paper

Register Number :

Name of the Candidate :

6 6 2 8

M.B.A. DEGREE EXAMINATION, 2013

(MARKETING MANAGEMENT)

(FIRST YEAR)

(PAPER - I)

110. PRINCIPLES OF MANAGEMENT

(Common with M.B.A. Financial Management)

May] [Time : 3 Hours

Maximum : 75 Marks

SECTION – A (5 × 3 = 15)

Answer any FIVE questions.

ALL questions carry EQUAL marks.

1. Define Management.
2. Define Policy.
3. What do you understand from the term "Line authority"?

Turn Over

2

4. Differentiate between "need and want"?
5. State two importance of financial incentive.
6. Define decision making in management perspective.
7. What do you mean by sequential interdependence?
8. Define MBO.

SECTION – B (3 × 10 = 30)

Answer any THREE questions.

ALL questions carry EQUAL marks.

9. Evolution of Management – Discuss.
10. Write a note about policy formulation and administration.
11. Differentiate between centralization and decentralization.
12. What are all the barriers to effective communication?
13. Explain about management by expectation.

3

SECTION – C (1 × 15 = 15)

Answer any ONE question.

14. Explain in detail about the type of policies.
15. Discuss about any two theories of motivation.
16. List the functions and qualities of a good supervisor.

SECTION – D (1 × 15 = 15)

(Compulsory)

17. Discuss in detail about the social responsibilities of business with an example.