Reg. No.

G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI - 628 502.



UG DEGREE END SEMESTER EXAMINATIONS - NOVEMBER 2024.

(For those admitted in June 2023 and later)

PROGRAMME AND BRANCH: B.B.A.

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
I	PART - III	CORE-1	U23BB101	PRINCIPLES OF MANAGEMENT

SECTION - A (10 X 1 = 10 Marks) Answer ALL Questions.						Maximum: 75 Marks
a) an art c) an art and a science d) an art not science CO1 K2 2. Planning, organizing, directing and controlling are the of management. a) goals b) functions c) results d) levels CO2 K1 3. The first and foremost function of management is. a) planning b) organizing c) controlling d) co-ordination CO2 K2 4. The selection of best alternative from many alternatives is known as. a) selection b) decision making c) organizing d) budgeting CO3 K1 5. A system of co-operative activities of two or more person is called. a) department c) organization d) control CO3 K2 6. Fromal authority flows from upwards to downwards in. a) formal organization b) informal organization c) business or organization d) strategic organization CO4 K1 7. The last function of management is. a) planning b) organizing c) controlling d) staffing CO4 K2 8. The integration of objectives and activities of an organization is. a) control c) planning d) organizing CO5 K1 9. Business ethics deals primarily with. a) social responsibility b) the pricing of products and services c) moral obligation d) being unfair to the competition CO5 K2 10. Values and ethics shape the a) corporate unity b) corporate discipline	Course Outcome	Bloom's K-level	_	,		
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Course Outcome	Bloom's K-level	Q. No.	$\frac{\text{SECTION} - B \text{ (5 X 5 = 25 Marks)}}{\text{Answer } \underline{\text{ALL}}}$ Questions choosing either (a) or (b)
CO1	КЗ	11a.	Show the various importance of management. (OR)
CO1	КЗ	11b.	Write the different scope of management.
CO2	К3	12a.	Organize the different types of planning. (OR)
CO2	КЗ	12b.	Identify the various nature of planning.
CO3	K4	13a.	Analyse the different types of committees. (OR)
CO3	K4	13b.	Examine the need for departmentalization.
CO4	K4	14a.	Clarify the different techniques of co-ordination. (OR)
CO4	K4	14b.	Identify the various nature of directing.
CO5	K5	15a.	Assess the various internal business ethics. (OR)
CO5	K5	15b.	Show the concept of responsibility of business.

Course Outcome	Bloom's K-level	Q. No.	SECTION - C (5 X 8 = 40 Marks) Answer ALL Questions choosing either (a) or (b)
CO1	К3	16a.	Examine the different levels of management and its functions. (OR)
CO1	КЗ	16b.	Identify the various roles of a manager.
CO2	K4	17a.	Analyse the various steps in planning process.
CO2	K4	17b.	(OR) Illustrate the different types of decision making.
CO3	K4	18a.	Examine the various sources of authority. (OR)
CO3	K4	18b.	Differentiate authority from power.
CO4	K5	19a.	Evaluate the different need for co-ordination. (OR)
CO4	K5	19b.	Discuss the various steps in control process.
CO5	K5	20a.	Critically evaluate the different types of ethical issues. (OR)
CO5	K5	20b.	Show the importance of business ethics.