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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

Date & Session: 09.11.2024 / FN

Time : 3 hours

Maximum: 75 Marks

Course Outcome	Bloom's K-level	Q. No.	SECTION – A (10 X 1 = 10 Marks) Answer <u>ALL</u> Questions.
CO1	K1	1.	Management is. a) an art c) an art and a science b) a science d) an art not science
CO1	K2	2.	Planning, organizing, directing and controlling are the _____ of management. a) goals c) results b) functions d) levels
CO2	K1	3.	The first and foremost function of management is. a) planning c) controlling b) organizing d) co-ordination
CO2	K2	4.	The selection of best alternative from many alternatives is known as. a) selection c) organizing b) decision making d) budgeting
CO3	K1	5.	A system of co-operative activities of two or more person is called. a) department c) organization b) co-ordination d) control
CO3	K2	6.	Fromal authority flows from upwards to downwards in. a) formal organization c) business or organization b) informal organization d) strategic organization
CO4	K1	7.	The last function of management is. a) planning c) controlling b) organizing d) staffing
CO4	K2	8.	The integration of objectives and activities of an organization is. a) control c) planning b) co-ordination d) organizing
CO5	K1	9.	Business ethics deals primarily with. a) social responsibility c) moral obligation b) the pricing of products and services d) being unfair to the competition
CO5	K2	10.	Values and ethics shape the a) corporate unity c) corporate culture b) corporate discipline d) corporate differences

Course Outcome	Bloom's K-level	Q. No.	<p align="center">SECTION – B (5 X 5 = 25 Marks) Answer <u>ALL</u> Questions choosing either (a) or (b)</p>
CO1	K3	11a.	Show the various importance of management. (OR)
CO1	K3	11b.	Write the different scope of management.
CO2	K3	12a.	Organize the different types of planning. (OR)
CO2	K3	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.	<p align="center">SECTION – C (5 X 8 = 40 Marks) Answer <u>ALL</u> Questions choosing either (a) or (b)</p>
CO1	K3	16a.	Examine the different levels of management and its functions. (OR)
CO1	K3	16b.	Identify the various roles of a manager.
CO2	K4	17a.	Analyse the various steps in planning process. (OR)
CO2	K4	17b.	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.