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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.COM., BUSINESS ANALYTICS

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
I	PART - III	CORE - 2	U23BA102	PRINCIPLES OF MANAGEMENT

Date & Session: 12.11.2024/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 often described as a combination of. a) Art and Science b) Marketing and Sales c) Planning and Advertising d) Finance and Accounting
CO1	K2	2.	Which of the following thinkers is associated with the theory of "Human Relations" in management? a) F. W. Taylor b) Henry Fayol c) Elton Mayo d) Peter F. Drucker
CO2	K1	3.	What is the primary purpose of Management by Objective (MBO)? a) To assign daily tasks to employees b) To improve coordination through clear objectives c) To establish long-term goals for business growth d) To enhance product quality
CO2	K2	4.	Which of the following is considered a key element of the planning process? a) Budgeting b) Monitoring employees c) Setting objectives d) Conducting interviews
CO3	K1	5.	Which of the following best defines "Departmentalization"? a) The division of work into specialized jobs b) The process of assigning authority to employees c) Grouping activities into distinct units or departments d) Delegating responsibility to the lowest levels of management
CO3	K2	6.	In which type of organization are roles, rules, and responsibilities clearly defined? a) Informal Organization b) Centralized Organization c) Decentralized Organization d) Formal Organization
CO4	K1	7.	Which of the following is the first step in the recruitment process? a) Interviewing b) Job Analysis c) Selection d) Onboarding
CO4	K2	8.	What is the primary purpose of performance appraisal in an organization? a) To fire underperforming employees b) To evaluate and improve employee performance c) To improve communication between staff d) To assign new job roles
CO5	K1	9.	Which motivation theory is based on a hierarchy of needs, starting from basic physiological needs to self-actualization? a) Herzberg's Two-Factor Theory b) Maslow's Hierarchy of Needs c) Vroom's Expectancy Theory d) McGregor's Theory X and Theory Y
CO5	K2	10.	Which leadership style is characterized by the leader making decisions without consulting others? a) Democratic Leadership b) Autocratic Leadership c) Laissez-Faire Leadership d) Transformational Leadership

Course Outcome	Bloom's K-level	Q. No.	SECTION – B (5 X 5 = 25 Marks) Answer <u>ALL</u> Questions choosing either (a) or (b)
CO1	K3	11a.	Discuss the levels of Management. (OR)
CO1	K3	11b.	Write the importance of Management?
CO2	K3	12a.	Enumerate the function of planning. (OR)
CO2	K3	12b.	Explain the types of planning.
CO3	K4	13a.	Give the characteristics of organizing. (OR)
CO3	K4	13b.	Write the types of organization?
CO4	K4	14a.	Give the short note on sources of recruitment. (OR)
CO4	K4	14b.	Analyse the selection procedure.
CO5	K5	15a.	Classify the theories of leadership. (OR)
CO5	K5	15b.	Explain the techniques of coordination.

Course Outcome	Bloom's K-level	Q. No.	SECTION – C (5 X 8 = 40 Marks) Answer <u>ALL</u> Questions choosing either (a) or (b)
CO1	K3	16a.	Explain the trends and challenges of manager in detail. (OR)
CO1	K3	16b.	Discuss the duties and responsibilities of manager.
CO2	K4	17a.	Analyse the Tools and techniques of planning. (OR)
CO2	K4	17b.	Discuss the steps in decision making in detail.
CO3	K4	18a.	Explain the authority and responsibility of organization in detail. (OR)
CO3	K4	18b.	Explain span of management in detail.
CO4	K5	19a.	Explain recruitment method in detail. (OR)
CO4	K5	19b.	Explain the types of training in detail.
CO5	K5	20a.	Bring out the qualities of a good leader. (OR)
CO5	K5	20b.	Discuss the stages in control process.