

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2022
(Regular/Improvement/Supplementary)

BBA

GBBA1B01T: MANAGEMENT THEORY AND PRACTICE

Time: 2 ½ Hours

Maximum Marks: 80

SECTION A: Answer the following questions. Each carries 2 marks.
(Ceiling 25 Marks)

1. What is meant by Esprit Decorps?
2. How does effectiveness differ from efficiency?
3. State the essence of Hawthorne experiment
4. Discuss "Departmentation".
5. What is Matrix organization?
6. Mention the different types of plans.
7. Define MBO.
8. List out the contents of job description
9. What is meant by promotion?
10. Specify the features of controlling.
11. List out the objectives of training.
12. What is Kaizen?
13. What is social responsiveness?
14. Define corporate governance?
15. What is 'Dharma'?

SECTION B: Answer the following questions. Each carries 5 marks.
(Ceiling 35 Marks)

16. Differentiate between unity of command and unity of direction.
17. Discuss the limitations of planning.
18. List out the differences between Formal and Informal organization.
19. Write a note on PERT.
20. Highlight the importance of manpower planning.
21. What is a tree diagram? Give an example by illustrating it.
22. Write a short note of OBM.
23. Brief about Value Based Indian Ethos in Management.

SECTION C: Answer any two questions. Each carries 10 marks

24. Why do theories fail into practice? Describe the techniques of modern management thinks.
25. Explain the concept of levels of management and give the role of executives in each level of management.
26. Detail the principles of directing.
27. Write a note on CSR towards different sections of the society.

(2 x 10 = 20 Marks)