

**FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2023
(Regular/Improvement/Supplementary)**

BBA

GBBA1B01T: MANAGEMENT THEORY AND PRACTICE

Time: 2 ½ Hours

Maximum Marks: 80

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

1. What do you understand by span of control?
2. What is business ethics?
3. Define motivation.
4. What is matrix organization?
5. What do you mean by Kaizen?
6. Explain corporate social responsibility.
7. What is TQM?
8. What do you mean by work ethos?
9. Define management.
10. What is manpower planning?
11. Distinguish between centralization and decentralization.
12. What is unity of command?
13. What do you mean by need for affiliation?
14. Differentiate between culture and values.
15. What is Business Process Re-engineering?

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

16. Explain the steps in planning.
17. Discuss the role of culture, values and ethics in the management of an organization.
18. Explain the different styles of leadership.
19. "Management is a science and an art". Discuss.
20. Briefly discuss the implication of corporate social responsibility norms.
21. Explain MBO and its advantages.
22. Describe the various steps involved in the process of controlling.
23. Write short notes on Lean management.

SECTION C: Answer any *two* questions. Each carries *ten* marks.

24. Discuss the process of evolution of management thought.
25. Explain different types of organization structure and discuss their merits and demerits.
26. Explain how organizational goals influence the shifting decision of an organization?
27. What is ethical management? Explain important principles of business ethics.

(2 x 10 = 20 Marks)