

## C 1401

B.B.A. (Three Year) DEGREE EXAMINATION, NOVEMBER 2016.

First Semester

Part II — Business Administration

Paper I : MANAGEMENT PROCESS

*Time : 3 Hours*

*Max. Marks : 70*

### PART — A

Answer any FIVE of the following questions. **(5 × 4 = 20 Marks)**

1. Importance of Management
2. Objectives of planning
3. Delegation Vs decentralization
4. Elements of communication
5. Selection process
6. Formal and informal organization
7. Characteristics of a successful leader
8. 'Grape wine' communication.

### PART — B

Answer ALL the following questions. **(5 × 10 = 50 Marks)**

#### UNIT – I

9. (a) Define Management. Describe the role and responsibilities of a professional manager.  
Or  
(b) Explain the various functions of management.

#### UNIT – II

10. (a) Define planning? Explain its features point out the various aspects that are necessary for effective managerial policy.  
Or  
(b) What are the different types of plans? Describe various steps in planning process.

Turn Over

UNIT – III

11. (a) What are the obstacles to effective delegation? Suggest methods to overcome those obstacles.
- Or
- (b) Describe the principles and steps that constitute the organizing process.

UNIT – IV

12. (a) Describe the steps in recruitment and selection. What should be the features of a sound promotion policy?
- Or
- (b) Bring out the importance of motivation in business enterprises? List out different motivation tools that a business enterprise can adopt to motivate the employees.

UNIT – V

13. (a) Define control. Also explain the various steps involved in control process.
- Or
- (b) Explain the advantages and limitations of control.
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