

C 1401

B.B.A. (Three Year) DEGREE EXAMINATION, OCTOBER/NOVEMBER 2017.

End Semester Examination

First Semester

(Regular/Supplementary)

MANAGEMENT PROCESS

Time : 3 Hours

Max. Marks : 70

PART — A

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

1. Meaning and importance of management.
2. Significance of planning.
3. Importance of organisation.
4. What is Recruitment?
5. Characteristics of motivation.
6. Qualities of a leader.
7. Process of communication.
8. Importance of controlling.

PART — B

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

UNIT – I

9. (a) Explain various functions of management?

Or

- (b) Describe the role and responsibilities of top managers.

Turn Over

UNIT – II

10. (a) “Planning is the essence of management”. Elucidate.

Or

(b) Explain the steps involved in the planning process in a modern organisation.

UNIT – III

11. (a) What is delegation? Point out the factors that effect delegation of authority?

Or

(b) Discuss the benefits and limitations of decentralisation.

UNIT – IV

12. (a) Describe the important steps involved in the selection procedure.

Or

(b) What are the barriers to effective communication? How can the barriers be removed?

UNIT – V

13. (a) What are the requirements of effective control system?

Or

(b) What do you mean by controlling? Examine the process of control.
