



21100321

QP CODE: 21100321

Reg No :

Name :

B.A DEGREE (CBCS) EXAMINATION, FEBRUARY 2021

Fifth Semester

B.A Corporate Economics Model III

Core Course - EC5CRT05 - PRINCIPLES AND PRACTICE OF MANAGEMENT

2017 Admission Onwards

647861EA

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define business enterprise.
2. Distinguish between Mission & Vision.
3. What are the functions of bottom level management?
4. What do you mean by management as a profession?
5. Briefly state the concept of 'managerial roles'
6. What is planning?
7. What are the limitations of MBO?
8. Explain unity of command.
9. What do you mean by accountability.
10. What is meant by directing?
11. Describe the meaning of motivation.
12. What is grapevine communication?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain Human objectives of business.





14. Explain business economics.
15. Explain the importance of management.
16. Distinguish between management and administration.
17. Explain the purpose of planning.
18. What is meant by operational planning.
19. Describe the matrix organization approach.
20. What are the features of decentralization?
21. 'Leaders are born, not made'. Comment on it.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain about the Role of Business in Economic Development.
23. Discuss in detail the steps involved in planning process.
24. Describe the importance of delegation. What are the obstacles to delegation?
25. Describe the various steps involved in the process of control.

(2×15=30)

