

(FOR THE CANDIDATES ADMITTED

23 UBM 101

DURING THE ACADEMIC YEAR 2023 ONLY)

REG.NO. :

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI**

**END-OF-SEMESTER EXAMINATIONS : NOVEMBER- 2023**

**COURSE NAME: B.B.A**

**MAXIMUM MARKS: 75**

**SEMESTER: I**

**TIME : 3 HOURS**

**PART - III**

**PRINCIPLES OF BUSINESS MANAGEMENT AND BUSINESS ORGANIZATION**

**SECTION - A**

**(10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS.**

**MULTIPLE CHOICE QUESTIONS.**

**(K1)**

1. Who is the father of scientific management?  
(a) F.W. Taylor (b) Henry Fayol  
(c) Elton Mayo (d) Peter Drucker
2. Planning is always for \_\_\_\_\_.  
(a) Past period (b) Present period  
(c) Future period (d) Present and past periods
3. This is one of the elements of organizing.  
(a) Delegation of authority (b) Directing  
(c) Motivating (d) Remuneration
4. \_\_\_\_\_ is an economic activity connected with production and sale of goods.  
(a) Industry (b) Commerce (c) Business (d) Economics
5. Mining is an example of \_\_\_\_\_ Industry.  
(a) Extractive (b) Genetic (c) Constructive (d) Manufacturing

**ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.**

**(K2)**

6. Define Management.
7. What are strategies?
8. What you mean by decision making.
9. Define organization.
10. Define private company.

**SECTION – B**

**(5 X 5 = 25 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. (a) Define Management and Discuss the Importance of Management.  
(OR)  
(b) What are the Contributions made by F.W. Taylor?
12. (a) What are the advantages of Planning?  
(OR)  
(b) Explain the various steps of decision making.

**(CONTD.....2)**

13.(a) Write the merits and demerits of line and staff Organisation.

(OR)

(b) Distinguish between recruitment and selection.

14. (a) What is the difference between Profession and Employment?

(OR)

(b) Explain about Partnership firm in Business Organisation.

15. (a) Discuss about stakeholders of business firm.

(OR)

(b) What are the factors of production in Business?

**SECTION – C**

**(5 X 8 = 40 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.**

**(K4 (Or) K5)**

16. (a) Explain the 14 general principles of management given by Henry Fayal.

(OR)

(b) Explain the different approaches of management.

17. (a) Elucidate the steps in planning process.

(OR)

(b) Briefly explain the various theories of decision making.

18. (a) Discuss in detail the various internal and external sources of recruitment

(OR)

(b) Explain the various methods of training.

19. (a) State and explain the barriers of communications in organisation.

(OR)

(b) Explain the various methods of training.

20. (a) Explain the various types of Industry in detail.

(OR)

(b) Explain the steps involved in starting a new Business.

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