

DISTANCE EDUCATION
B.C.S. DEGREE EXAMINATION, MAY 2010.
PRINCIPLES OF MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions in about 200 words each.

All questions carry equal marks.

1. What are the essential characteristics of the principles of management?
2. Differentiate between efficiency and effectiveness.
3. What is the concept of planning as an element of management process?
4. "Decision making is the primary task of the management" – Discuss.
5. What is an organization chart? What are its advantages and limitations.
6. What is authority? Why do people accept authority?
7. Discuss the principles of effective directing.
8. Define management audit. How does it differ from financial audit?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions in about 400 words each.

All questions carry equal marks.

9. Describe Henry Fayol's 14 principles of management.
10. Discuss the concept of corporate planning. How does strategic planning differ from operational/tactical planning.

11. What are the basic elements of decision making? Explain the crucial role of diagnosis in decision-making and discuss its key parts.
 12. What are the main pillars of classical organization theory? How does it offer modification of classical pillar system?
 13. What does the directing function of management involve? Discuss the importance of directing in management process.
 14. Explain how management can successfully motivate people taking clue from Vroom's model of motivation.
 15. Discuss the techniques involved in control through return on investment. Point out its advantages and limitations.
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