

Register Number :

Name of the Candidate :

2 7 9 5

P.G. DIPLOMA EXAMINATION, 2010

(BUSINESS ADMINISTRATION)

(PAPER - I)

110. PRINCIPLES OF MANAGEMENT

May]

[Time : 3 Hours

Maximum : 100 Marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. (i) Define staffing. Describe the system approach to staffing. (10)
- (ii) What are the main characteristics of organisation development ? How does OD differ from manager development ? (10)

Turn over

2. What are the functions which managers perform, to attain the set goals? - Explain. (20)
3. (i) What are the different types of plan? - Explain. (10)
- (ii) How can strategies be implemented effectively? (10)
4. Why has there been a conflict between line & staff in the organisations? How can this be removed? (20)
5. Explain Theory - X and Theory - Y with their assumptions.
6. Define leadership. Explain Fielder's Contingency approach to leadership. (20)
7. Explain different types of communication. (20)
8. Define controlling as a managerial function. Explain the basic control process. (4 + 16)
9. Discuss in detail about the various approaches followed for manager development. (20)

10. (i) Why do companies decide to go international? - Explain. (10)
- (ii) What economic variables should managers be aware of before they invest in other countries? - Why? (10)