

**DE-6953****13**

DISTANCE EDUCATION  
B.C.S. DEGREE EXAMINATION, DECEMBER 2009.  
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. Describe the significance of organised group activity in the modern society.
2. State why management is regarded as a profession.
3. Discuss the role of planning in management.
4. Briefly discuss the various theories of organisation.
5. Distinguish between direction and supervision.
6. How is leadership different from headship?
7. Describe the factors which make coordination necessary.
8. Describe the important devices of control.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions in about 400 words each.

All questions carry equal marks.

9. Explain the concept of scientific management as developed by F.W. Taylor.
  10. “Collection of adequate and reliable information is essential to sound planning”- Discuss.
  11. “Man is an incurable trouble-maker, but forced to cooperate with others” – Discuss.
  12. Describe Abraham Maslow’s hierarchy of needs theory and its limitations.
  13. Write an essay on the importance of communication.
  14. Describe modern control devices and show how they are useful in the control of business operations.
  15. What are the advantages and disadvantages of budgeting?
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