

**DE-3943****13**

## DISTANCE EDUCATION

B.C.S. DEGREE EXAMINATION, DECEMBER 2008.

## PRINCIPLES OF MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. Explain the term 'Management'.
2. What is meant by 'formal' and 'informal' communication?
3. Discuss the steps in managerial planning.
4. State the factors in span of management.
5. What are the principles of directing?
6. Explain the importance of motivation.
7. State the basic requirements of controlling.
8. Distinguish between authority and responsibility.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. What are the common barriers to communication? How to overcome them?

10. Define decentralisation. Discuss its merits and demerits.
11. Outline the requirements of an effective control system.
12. Describe the concept of Scientific Management of F.W. Taylor.
13. Explain the line and staff organisation method with examples and explain its merits and limitations.
14. Explain Maslow's and Herzberg's theory of motivation.
15. Discuss the technique for attaining better co-ordination. What are the problems related to co-ordination?

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