

Total No. of Pages: 2

5778

Register Number:

Name of the Candidate:

**B.B.A. (RETAIL MANAGEMENT) / B.B.A (MHRM)/B.B.A (ATHM)
DEGREE EXAMINATION, December 2014**

(FIRST YEAR)

(PART-III)

130. MANAGEMENT PROCESS AND ORGANISATION THEORY

Time: Three hours

Maximum: 100 marks

**SECTION – A
Answer any TEN questions**

(10×2=20)

1. Define the following:
 - a)Span of control
 - b)Grapevine communication
 - c)MBO
 - d)Democratic Leadership
 - e)Steps in controlling.
 - f)Delegation
 - g)Unity of command
 - h)Nonverbal communication
 - i)Committees
 - j)Coordination
 - k)Line and staff function
 - l) Forecasting

**SECTION – B
Answer any FOUR questions**

(4×10=40)

2. Distinguish between centralized and decentralized organisation.
3. Define planning and steps involved in planning process.
4. What are the elements of communication and explain the communication process?

5. What are the steps involved in effective coordination?
6. What are the three leadership styles?
7. Is management an art or science –discuss?

SECTION – B
Answer any TWO questions

(2×20=40)

8. What is the difference between training and development? What are the different training methods?
9. What are the contributions of Henry Fayol to management thought?
10. Explain the various theories of motivation.
11. Describe controlling, steps involved in controlling and techniques of controlling.
