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**6987**

Register Number:

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION, December 2014**

**(MANAGEMENT PRACTICES)**

**(FIRST YEAR)**

**110. THE MANAGEMENT: PRINCIPLES AND APPLICATIONS**

Time: Three hours

Maximum: 75 marks

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**SECTION – A**

**(5×3=15)**

**Answer any FIVE questions**

1. Define Management.
2. What is Planning?
3. Write short notes on common difficulties in decision –making.
4. What are the types in organizing?
5. What do you understand by staffing?
6. Define Communication.
7. Write short notes on problems in the control process.
8. What are the techniques used in control?

**SECTION – B**

**(3×10=30)**

**Answer any THREE questions**

9. Discuss in detail about functions and levels in management.
10. What is planning? What are the steps involved in it?
11. What are the various elements of direction? Discuss the principles of direction.
12. Explain the process of communication.
13. How co-ordination help to increase effectiveness of management?

**SECTION–C**

**(1×15=15)**

**Answer any ONE question**

14. Comment on the true nature of management, Is it science (or) art?
15. Discuss the importance and road blocks of planning.
16. What are the two main type of control? How is each type used? Which is more important and why?

**SECTION–D**

**(1×15=15)**

**(Compulsory)**

17. What are the attributes of a profession? Is management a profession? Is it necessary for every business to have a professional management.

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