

Total No. of Pages: 2

5778

Register Number:

Name of the Candidate:

B.B.A. DEGREE EXAMINATION, May 2015

(RETAIL MANAGEMENT)

(FIRST YEAR)

(PART - III)

130: MANAGEMENT PROCESS AND ORGANISATION THEORY

(Common with B.B.A. MHRM & BBA ATHM)

Time: Three hours

Maximum: 100 marks

SECTION - A
Answer ALL questions

(10 × 2 = 20)

1. **State the meaning of the following:**

- a) Division of work.
- b) Short term planning.
- c) Unity of command.
- d) Responsibility.
- e) Decentralisation.
- f) Recruitment.
- g) Motivation.
- h) Communication.
- i) Budget.
- j) Vertical co-ordination.

SECTION - B
Answer any FOUR questions

(4 × 10 = 40)

- 2. What is systems approach to management?
- 3. State the advantages of planning.

4. What are the merits of departmentation?
5. Explain the nature of staffing function.
6. State the elements of Directing.
7. What are the elements of communication?

SECTION - C
Answer any TWO questions

(2 × 20 = 40)

8. Explain the various steps in the process of MBO.
9. Describe the features of organisation and what are its merits and limitations.
10. Discuss the fundamentals of an effective control system.
11. Distinguish between X theory and Y theory. Which theory do you think would work best in most situations?

\$\$\$\$\$\$