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G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI – 628 502.



UG DEGREE END SEMESTER EXAMINATIONS - NOVEMBER 2025.

(For those admitted in June 2023 and later)

PROGRAMME AND BRANCH: B.B.A.

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
I	PART - III	CORE - 1	U23BB101	PRINCIPLES OF MANAGEMENT

Date & Session: 07.11.2025/FN

Time : 3 hours

Maximum: 75 Marks

Course Outcome	Bloom's K-level	Q. No.	SECTION – A (10 X 1 = 10 Marks) Answer <u>ALL</u> Questions.
CO1	K1	1.	Which of the following is NOT a function of management? a) planning b) organizing c) controlling. d) Monitoring
CO1	K2	2.	Father of Administrative management _____. a) Mary Parkett. b) Lillian Gilbert c) Henry Fayol. d) Elton Mayo
CO2	K1	3.	Which of the following best defines planning in management? a) Retroactive decision-making b) Proactive decision-making for the future c) Reactive adjustment to circumstances d) Ignoring organizational goals
CO2	K2	4.	The assumptions about future derived from forecasting and used in planning are known as. a) planning premises b) freehold premises. c) business premises d) corporate premises.
CO3	K1	5.	Which type of organization is permanent and stable? a) formal organization. b) informal organization c) business or organisation d) strategic organization.
CO3	K2	6.	Informal authority flows upwards to downwards or horizontally in a) formal organization. b) informal organization c) business or organisation d) strategic organization
CO4	K1	7.	Which of the following is a characteristic of effective coordination? a) Centralized decision-making b) Lack of communication among team members c) Clear goals and objectives d) Micromanagement
CO4	K2	8.	What is coordination in management? a) The process of controlling resources b) The process of organizing tasks c) The process of harmonizing activities and efforts to achieve common goals d) The process of directing and guiding employees
CO5	K1	9.	Which of the following factors encourage good ethics in the workplace? a) Transparency b) Acceptability c) a fiduciary duty d) bribe

CO5	K2	10.	Ethics are important because a) suppliers prefer to deal with ethical companies. b) customers prefer to deal with ethical companies. c) employees prefer to deal with ethical companies. d) all of the choices
Course Outcome	Bloom's K-level	Q. No.	SECTION – B (5 X 5 = 25 Marks) Answer ALL Questions choosing either (a) or (b)
CO1	K3	11a.	Illustrate scope of management. (OR)
CO1	K3	11b.	Identify the functions of management.
CO2	K3	12a.	Discuss the various types of planning. (OR)
CO2	K3	12b.	Find out the various types of policies.
CO3	K4	13a.	Compare power with authority. (OR)
CO3	K4	13b.	Write short notes about decentralisation and centralisation.
CO4	K4	14a.	Interpret the nature of Direction. (OR)
CO4	K4	14b.	Discover the various types of Co - ordination.
CO5	K5	15a.	Evaluate the role Business Ethics. (OR)
CO5	K5	15b.	Discuss the role of business ethics.

Course Outcome	Bloom's K-level	Q. No.	SECTION – C (5 X 8 = 40 Marks) Answer ALL Questions choosing either (a) or (b)
CO1	K3	16a.	Analyze the element of scientific Management. (OR)
CO1	K3	16b.	Describe the evolution of management thought by different expert in management
CO2	K4	17a.	Focus the various types of decision making. (OR)
CO2	K4	17b.	Analyse the process followed while taking a decision in normal situation.
CO3	K4	18a.	Classify the various types of organisation structure (OR)
CO3	K4	18b.	Construct the various base for departmentation suggest a scheme of departmentation for a large marketing organisation with a field network all over the country.
CO4	K5	19a.	Evaluate the various techniques of Co-ordination. (OR)
CO4	K5	19b.	Discuss the various types of co-ordination.
CO5	K5	20a.	Evaluate the various types of ethical issues. (OR)
CO5	K5	20b.	Discuss the importance's Business Ethics in India.