

(FOR THE CANDIDATES ADMITTED

SUBJECT CODE **22UEC2A2**

DURING THE ACADEMIC YEAR 2022-23 ONLY)

REG.NO.

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI**  
**END-OF-SEMESTER EXAMINATIONS : MAY – 2023**

**B.Com-E-Commerce**  
**II SEMESTER**

**MAXIMUM MARKS: 50**  
**TIME : 3 HOURS**

**PART – III**  
**PRINCIPLES OF MANAGEMENT**

**SECTION – A (10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS. (K1)**

1. Who is referred to be the “Father of Scientific Management?”
  - A. Henry Fayol
  - B. Robert Owen
  - C. Fredrick W. Taylor
  - D. None of these
2. What is the core of making a plan?
  - A. Organizing
  - B. Thinking in Advance
  - C. Directing
  - D. Policy
3. In horizontal linkage for communication, the decision making process is of type
  - A. Bureaucratic
  - B. Information perspective
  - C. Decentralized
  - D. Centralized
4. A process of searching for prospective employees and stimulating them to apply for jobs in an organization.
  - A. Selection
  - B. Recruitment
  - C. Placement
  - D. On-boarding
5. Grapevine refers to
  - A. Formal Communication
  - B. Informal Communication
  - C. Top down communication
  - D. Bottom up communication

**ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES (K2)**

6. Define Management.
7. Construct the role of planning in management.
8. Define decentralization.
9. Interpret: When is autocratic leadership suitable?
10. Explain the elements of communication.

**(CONTD .... 2)**

**SECTION – B**

**(5 X 3 = 15 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.**

**(K3)**

11. a) List out the functions of top management.

**(OR)**

- b) State and examine the main elements of scientific management.

12. a) Briefly explain the importance of planning in management.

**(OR)**

- b) Describe the features of planning .

13. a) Examine the span of control.

**(OR)**

- b) Find out the fundamental principles of delegation.

14. a) Describe the types of managerial decisions.

**(OR)**

- b) Describe the techniques of traditional control techniques

15. a) Assess the characteristics of control

**(OR)**

- b). Define communication. What are the advantages of written communication?

**SECTION – C**

**(5 X 5 = 25 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.**

**(K4 (Or) K5)**

16. a) Management as art, science and profession: Discuss

**(OR)**

- b) Discuss the management contribution of FW Taylor

17. a) Determine the various steps involved in the process of planning?

**(OR)**

- b) Discuss the advantages and disadvantages of planning.

18. a) Examine the principles of sound organisation

**(OR)**

- b) Compare formal and informal organisation

19. a) Determine Abraham Maslow's theory of motivation.

**(OR)**

- b) Compare traditional and modern techniques in decision making

20. a) Determine the modern control of techniques

**(OR)**

- b) Discuss the barriers of communication.