

**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.

(CONT'D 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.