

(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2024 ONLY)

24UBM101

REG.NO. :

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI**  
**END-OF-SEMESTER EXAMINATIONS : NOVEMBER-2024**  
**COURSE NAME: B.B.A** **MAXIMUM MARKS: 75**  
**SEMESTER: I** **TIME : 3 HOURS**

**PART - III**

**PRINCIPLES OF BUSINESS MANAGEMENT AND BUSINESS ORGANIZATION**

**SECTION – A**

**(10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS.**

**MULTIPLE CHOICE QUESTIONS.**

**K1**

1. \_\_\_\_\_ principle of management is concerned with promoting team spirit.  
(a) Equity (b) Scalar (c) Unity of command (d) E spirit de corps
2. \_\_\_\_\_ denotes concentration of authority at the top level.  
(a) Decentralization (b) Centralization (c) Coordination (d) Inspection
3. Which one of the following is not a feature of controlling?  
(a) Continuous process (b) Action-oriented  
(c) Keeping employees busy (d) Pervasive Function
4. The maximum number of partners in firm carrying on banking business is \_\_\_\_\_.  
(a) 7 (b) 10 (c) 50 (d) 20
5. \_\_\_\_\_ industries provide essential inputs for the development of other countries and economy.  
(a) Capital goods industries (b) Service sector (c) Allied industries (d) Basic industries

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

**K2**

6. What are the essential roles of a manager?
7. Explain the process of organizing.
8. What are the elements of delegation?
9. List the merits of effective decision making.
10. Mention the importance of controlling.

**SECTION – B**

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

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. K3**

11. a) Explain the functions of management in detail.  
(OR)  
b) Management is the art as well as science' - Justify
12. a) Explain the types of decisions in business management.  
(OR)  
b) Write short notes on Management by Objectives (MBO).

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

13.a) Differentiate between formal and informal organization.

(OR)

b) What are the factors determining span of management?

14.a) Define partnership. Explain the features of partnership.

(OR)

b) Explain the forms of sole proprietorship

15.a) What are the various types of industry 4.0? Explain.

(OR)

b) Explain the features Co-Operative Society.

**SECTION – C**

**(5 X 8 = 40 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.  
K4 & K5**

16. a) Explain the 14 principles of management by Henri Fayol.

(OR)

b) Explain the various levels of management.

17.a) Explain the process of decision making in detail.

(OR)

b) Discuss the merits and demerits of Quantitative Techniques in decision making.

18. a) Explain the types of organizational structure with suitable example.

(OR)

b) Describe the span of management in detail.

19.a) Explain the types of industry with suitable example.

(OR)

b) Explain the sole proprietorship and partnership firm and list out its advantages and disadvantages

20.a) What are the Difference between Public vs Private sector? Discuss.

(OR)

b) Briefly elaborate the various types of trade Association.

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