

(FOR THE CANDIDATES ADMITTED

SUBJECT CODE

24 UEC 2A1

DURING THE ACADEMIC YEAR 2024-25 ONLY)

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : MAY – 2025

B.Com.-E.COMMERCE

MAXIMUM MARKS: 75

II SEMESTER

TIME : 3 HOURS

PART – III

PRINCIPLES OF MANAGEMENT

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. Which is denotes 'Unity of Command'?
 - a) Employees should receive orders from multiple supervisors
 - b) An employee should receive orders from only one superior
 - c) The organization should be highly centralized
 - d) Employees should be given freedom to make decisions
2. Select first step in the planning process?
 - a) Identifying alternatives
 - b) Setting objectives
 - c) Evaluating results
 - d) Implementing the plan
3. Which type of organization structure focuses on specialization in work tasks?
 - a) Line organization
 - b) Functional organization
 - c) Staff organization
 - d) Divisional organization
4. According to Maslow's Theory of Motivation, which need is at the top of the hierarchy?
 - a) Physiological needs
 - b) Safety needs
 - c) Self-actualization needs
 - d) Esteem needs
5. Which type of communication involves the use of body language, facial expressions, and gestures?
 - a) Written communication
 - b) Non-verbal communication
 - c) Visual communication
 - d) Verbal communication

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. Define management.
7. What is strategic planning?
8. State the meaning of Span of Control.
9. What is recruitment?
10. Define communication.

(CONTD 2)

SECTION – B**(5 X 5 = 25 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****(K3)**

11. a) Underline the importance of management.
(OR)
b) Explain the concept of Management by Objectives (MBO).
12. a) What are the objectives of planning.
(OR)
b) Summarize the nature of planning.
13. a) Bring out the advantages of Departmentation.
(OR)
b) Distinguish between Decentralization and Centralization.
14. a) State the qualities of a good leader.
(OR)
b) Identify the internal Sources of Recruitment.
15. a) Write the process of Control.
(OR)
b) Analyse the various the Channels of Communication.

SECTION – C**(5 X 8 = 40 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****(K4 (Or) K5)**

16. a) Analyze the functions of management.
(OR)
b) Discuss the contribution of FW Taylor in scientific management.
17. a) Describe the different types of planning in management
(OR)
b) Explain the Process of Planning in Management.
18. a) Discuss the Principles of Sound Organization.
(OR)
b) Differentiate between Formal and Informal Organizations.
19. a) Discuss the steps involved in decision-making.
(OR)
b) Analyze the Maslow's Theory of Motivation.
20. a) Examine the Barriers to Communication.
(OR)
b) Sketch the Steps in the Process of Control.