

TV153680A

Name:

Reg. No:

B.VOC. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2016

SEMESTER III - SOFTWARE DEVELOPMENT

VSD3G05TB - PRINCIPLES AND PRACTICES OF MANAGEMENT

Time: Three Hours

Maximum Marks: 80

PART A

(Short Answer Questions)

I. Answer all questions. Each question carries 1 mark

1. Who is the father of Scientific Management?
2. What is a single use plan?
3. List two methods for decision making.
4. Mention two external sources of recruitment.
5. What is downward communication?
6. Who is a leader?

(6x1=6)

PART B

(Brief Answer Questions)

II. Answer any seven questions. Each question carries 2 marks

7. What are the different levels of management?
8. What do you mean by Unity of command?
9. What do you mean by operational planning?
10. Define objectives and mention any two characteristics of objectives.
11. Site two situations where centralization would be more effective than decentralization.
12. What do you understand by "Span of Management"?
13. What is Performance Appraisal?
14. Define Motivation.
15. What is Non-verbal communication?
16. Define Leadership.

(7x2=14)

PART C

III. Answer any five questions. Each question carries 6 marks

17. Explain in detail the functions of a manager.
18. Planning is the essence of management". Elucidate.
19. Briefly explain SWOT analysis.
20. Differentiate between centralization and decentralization.
21. Define Decision making. Explain the essential steps in decision making.
22. Explain Maslow's Need Hierarchy Theory.
23. Leaders are born, not made" Comment.
24. Explain the communication process in detail.

(5x6=30)

PART D

IV. Answer any two questions. Each question carries 15 marks

25. Briefly describe the general principles of management as laid down by Henry Fayol.
26. Explain MBO and the steps involved in it.
27. What is Staffing? Mention the elements coming under staffing.
28. "Leadership is Situational". Comment.

(2x15=30)