

TV213695V

Reg. No :

Name :

B. Voc. DEGREE (C.B.C.S) EXAMINATION, NOVEMBER 2022

(2021 Admissions Regular, 2020 Admissions Supplementary/Improvement, 2019 & 2018 Admissions Supplementary)

SEMESTER III - GENERAL (SOFTWARE DEVELOPMENT)

VSD3G04B18 - PRINCIPLES AND PRACTICES OF MANAGEMENT

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks

(10x2=20)

1. What do you mean by Managerial skills?
2. Explain the intellectual activities of Management?
3. Explain marketing management.
4. Explain Rules.
5. Planning is all pervasive function. Why?
6. Describe hierarchy of objectives.
7. Explain routine decisions.
8. Explain the term span of supervision.
9. List out any two advantages of centralisation.
10. Describe the term preliminary interview.
11. Describe free rein leadership.
12. Explain the term active listening.

Part B

II. Answer any Six questions. Each question carries 5 marks

(6x5=30)

13. Is management a science or an art. Discuss briefly.
14. Describe the types of managerial ethics.
15. Give the broad principles of planning.
16. Distinguish between policies and rules.
17. Explain process of delegation of authority
18. Explain various guidelines for effective decision making.
19. Explain the techniques included in on the job training?
20. Explain the terms; a) coaching b) under study c) vestibule training
21. Differentiate formal communication from informal communication.

Part C

III. Answer any Two questions. Each question carries 15 marks

(2x15=30)

22. Management is multidisciplinary by nature? Explain.
23. Describe the steps in the planning process.
24. Explain in detail the leadership styles. And also describe the qualities of a good leader.
25. Explain in detail the training methods available to small business.