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D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1

SEMESTER EXAMINATIONS

NOVEMBER – 2018

15CAIS1A

ALLIED : PRINCIPLES OF MANAGEMENT

Time : 3 Hrs

Max. Marks : 75

SECTION-A (10 x 2 = 20)

Answer ALL the questions.

1. Define Management.
2. What are the five M's of Management?
3. Define Planning.
4. What do you mean by Strategy?
5. What are the objectives of Staffing?
6. Define Training.
7. What is Grapevine?
8. What is Decision-making?
9. What is Budgetary Control?
10. Define controlling.

SECTION-B (5 x 5 = 25)

Answer any FIVE of the following questions.

11. Discuss about the importance of Management.
12. Explain the various levels of management.
13. Discuss the merits and demerits of line organization.
14. Explain about the line and staff authoring.
15. Briefly explain the process of selection.
16. Explain the qualities and role of a leader.
17. Give the importance of effective communication.
18. Difference between Planning and Control.

SECTION-C (3 x 10 = 30)

Answer ALL the questions.

19. (a) Discuss the nature and purpose of management.

(Or)

(b) Explain the nature of a good plan and discuss about the process of Planning.

20. (a) What is meant by training? Explain briefly the different methods of training.

(Or)

(b) Explain in detail about the different leadership styles with its advantages and disadvantages.

21. (a) Explain the various steps in planning process.

(Or)

(b) What are various techniques in controlling?

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