

M 27791

Reg. No. :

Name :

II Semester M.C.A. Degree (Reg./Sup./Imp.) Examination, July 2015
(2014 Admn.)

MCA 2C11 : PRINCIPLES OF MANAGEMENT

Time : 3 Hours

Max. Marks : 80

SECTION - A

Answer any ten questions. Each question carries three marks.

1. "Planning is looking ahead and control is looking back" – Comment.
2. What are the elements of MBO process ?
3. State the principles of scientific management.
4. Explain the steps involved in a selection procedure.
5. Discuss the features of a good control system.
6. Identify the various factors influencing to recruitment process in India.
7. Explain the need for and importance of organizational behaviour.
8. What are the factors determining attitudes ?
9. Explain the various types of Pricing Policies.
10. Explain the term "Customer Relationship Management".
11. What is the principle of Double Entry book keeping system ?
12. What are the objectives of Management Accounting ?

(10×3=30)

P.T.O.



SECTION – B

Answer **all** questions. **Each** question carries **ten** marks.

13. a) Identify the various approaches to management. Discuss their characteristics and contributions.

OR

b) Discuss the contributions of Fayol's principles to the management.

14. a) Explain the Maslow's need hierarchy theory of motivation.

OR

b) Describe the barriers to effective interpersonal communication. How to overcome these barriers ?

15. a) Describe the steps in Team Building Process.

OR

b) Explain the five factor theory of personality.

16. a) Explain the process of Marketing Research.

OR

b) What is Marketing Information System ? Explain the need for Marketing Information System.

17. a) What do you understand by Final Accounts ? Explain the objectives and advantages of preparation of Final Accounts.

OR

b) Discuss the various methods of Depreciation.

(10×5=50)