



K20P 0554

Reg. No. :

Name :

II Semester M.C.A. Degree (CBSS – Reg./Suppl./Imp.)
Examination, May 2020
(2014 Admission Onwards)
MCA 2C11 : PRINCIPLES OF MANAGEMENT

Time : 3 Hours

Max. Marks : 80

- Instructions :** 1) Answer **any ten** questions from Section – A. **Each** question carries **three** marks.
2) Answer **all** questions from Section – B. **Each** question carries **ten** marks.

SECTION – A

Note : Answer **any ten** questions. **Each** question carries **three** marks :

1. Define management.
2. List the contributions of Fayol towards management.
3. What is organizing ?
4. State two important characteristics of Directing.
5. What are the characteristics of control ?
6. What are the basic steps involved in the process of controlling ?
7. Define organization behaviour.
8. Define personality.
9. Define attitude. How it is formed ?
10. Define the term job satisfaction and job involvement.
11. Write a note on trial balance.
12. Write a note on final account.

(10×3=30)

P.T.O.



SECTION – B

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

13. a) What is the role of scientific management in the modern era ? Explain. 10
OR
b) Define MBO. Explain the process of MBO with the merits and demerits. 10
14. a) Explain the steps in the process of controlling. 10
OR
b) Explain different styles of leadership based on authority. Explain them critically. 10
15. a) Explain the nature and scope of OB. Explain the organizational behaviour models. 10
OR
b) i) Discuss various types and sources of attitude in brief. 5
ii) Discuss the various dimension and domain of values. 5
16. a) What constitutes good marketing research ? Explain. 10
OR
b) What is brand equity ? How is brand equity measured and managed ? Explain. 10
17. a) Define Accounting and explain various concepts and conventions of accounting in detail. 10
OR
b) Define depreciation and explain the different methods of depreciation. 10
- (5×10=50)**