

D 135141

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Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2025**

B.B.A.

BBA 1B 01—MANAGEMENT THEORY AND PRACTICES

(2019 Syllabus)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A

*Answer the following.
Each question carries 2 marks.*

1. What is Scientific management ?
2. What is unity of command ?
3. Define top level management.
4. What is informal organisation ?
5. What is holistic management ?
6. Define the term stakeholders.
7. What is Span of management ?
8. What is Directing ?
9. Define work specialisation.
10. What is TQM ?
11. Define scalar chain.
12. State the term ethical dilemma.
13. What is meant by corporate governance ?
14. Differentiate between authority and responsibility.
15. Differentiate promotion and transfer.

(15 × 2 = 30, Maximum ceiling 25 marks)

Turn over

Part B

*Answer the following.
Each question carries 5 marks.*

16. Explain Decentralization.
17. Explain the benefits of BPR.
18. Write a note on CSR ?
19. Explain the characteristics of management.
20. List down the benefits of TQM.
21. Write down the characteristics of controlling.
22. Explain in detail any four types of plans.
23. Define the objectives of MBO.

(8 × 5 = 40, Maximum ceiling 35 marks)

Part C

*Answer any **two** questions.
Each question carries 10 marks.*

24. How will you explain the bureaucratic approach to management ?
25. What is the importance of division of labour ? Explain.
26. Explain the benefits of corporate governance in management.
27. Explain the roles of a manager defined by Henry Mintzberg.

(2 × 10 = 20 marks)