I Semester B.Com. Examination, October/November 2012  
(Prior to 2011-12 Batch)  
Commerce  
PRINCIPLES OF MANAGEMENT

Time : 3 Hours Max. Marks : 90

Instruction : Answer should be written completely either in English or in Kannada.

SECTION - A

Answer any ten questions. Each sub-question carries 2 marks. (2x10=20)

1. a) Give the meaning of Esprit de corps.
   
   b) What is span of control ?
   
   c) What is leadership ?
   
   d) Give the meaning of decision-making.
   
   e) What is unity of command ?
   
   f) What is formal organisation ?
   
   g) State the meaning of communication.
h) What is controlling?

What is controlling?

i) What is selection?

What is selection?

j) Name any four external sources of recruitment.

Give the meaning of co-ordination.

k) What is meant by Morale?

What is meant by Morale?

SECTION - B

Answer any five of the following. Each question carries five marks. (5x5=25)

2. ‘Management is science’ write a note.

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3. Explain the nature of planning.

Explain the nature of planning.


Write a note on Mc Gregor’s Theory of Motivation.

5. Explain the internal sources of recruitment.

Explain the internal sources of recruitment.

6. Explain the importance of co-ordination.
7. Mention the types of communication.

8. Analyse the essential steps in control process.

9. Explain in brief the scope of management.

SECTION - C

Answer any three of the following questions. Each question carries fifteen marks. (3x15=45)

10. Explain the characteristics of management.

11. Explain leadership styles.

12. What is recruitment? Explain the procedure involved in the selection process.

13. Explain the principles and types of organisation.

14. Discuss in detail the social responsibilities of business.