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Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2023**

B.B.A.

BBA 1B 01—MANAGEMENT THEORY AND PRACTICES

(2019—2023 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A**

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

1. Define management.
2. What is Planning ?
3. Define Staffing.
4. What is Decision-making ?
5. What is delegation of authority ?
6. What is TQM ?
7. Define managerial ethics
8. What is tactical planning ?
9. What is meant by Line Organisation ?
10. Define job specification.
11. Define the term time study
12. What is meant by promotion ?
13. Define the term work culture.
14. Define planning premises.
15. What is meant by authority ?

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

**Turn over**

**Part B**

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

16. Differentiate between Directing and control.
17. Explain the concept of management.
18. What are the basic roles of a manager ?
19. Explain the levels of management.
20. Which are the elements of planning ?
21. How will you explain the division of labour ?
22. Write down the importance of staffing ?
23. What are the 5 steps of controlling in management ?

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

**Part C**

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

24. What are the different types of planning ? Explain in detail
25. How will you explain the scientific approach to management ?
26. Write a note on the principles and benefits of lean management ?
27. Explain detail the various stages of selection process.

(2 × 10 = 20 marks)