

Roll.No.

25UDBCT1002

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

B.B.A. DM & BA - END SEMESTER EXAMINATIONS - NOVEMBER 2025
SEMESTER - I

25UDBCT1002 - Principles of Management

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions (6 × 5 = 30 Marks)

1. State the importance of management in achieving organizational goals.
2. Illustrate the role of a supervisor in maintaining discipline and morale among employees.
3. Enumerate the role of feedback in effective communication.
4. Assess the significance of leadership in achieving coordination through direction.
5. List the steps involved in the planning process.
6. How Management differ from Administration?
7. Explain positive and negative motivation with suitable examples.
8. Examine the role of non-budgetary control techniques in enhancing operational efficiency.

Section C

Answer any **THREE** questions (3 × 10 = 30 Marks)

9. Classify the different schools of management thought.
10. Evaluate the consequences of poor decision-making in an organization.
11. Distinguish between direction and supervision with suitable examples.
12. Identify the barriers to communication and provide suggestions to overcome them.
13. Critically evaluate the role of business ethics in improving organizational reputation.
