

A.T.K.T. Exam - Feb' 2020



PRINCIPLES OF MANAGEMENT

12.2.20

A.Y:2019-2020

F.Y.BBI - SEM I

DURATION: 2 ½ HOURS

MARKS:75

N.B: (1) ALL QUESTIONS ARE COMPULSORY

(1) (A) SELECT THE CORRECT ALTERNATIVE AND REWRITE THE STATEMENT:

(ANY 8)

(08)

- 1) Management is _____
(a) Dynamic (b) permanent (c) forecasting (d) modifying
- 2) _____ is the most creative of all human pursuits.
(a) Profession (b) science (c) Art (d) engineering
- 3) Peter Drucker advocated _____
(a) SWOT (b) MBO (c) TQM (d) MBE
- 4) Family run business is less _____
(a) Profitable (b) Professionalised (c) demanded (d) demanding
- 5) _____ involves motivating subordinates.
(a) Planning (b) organising (c) directing (d) coordinating
- 6) Delegation is transfer of certain _____
(a) Accountability (b) responsibilities (c) power (d) documents
- 7) Budgeting is preparation of _____
(a) Plans (b) policies (c) estimates (d) strategy
- 8) _____ empowers e-customers.
(a) SWOT (b) PEST (c) CRM (d) AIDA
- 9) _____ plan for deployment of funds.
(a) Companies (b) enterprises (c) banks (d) hotels
- 10) Banks need _____ customers.
(a) Old (b) new (c) loyal (d) Floating

1) B) STATE WHETHER THE FOLLOWING STATEMENTS ARE TRUE OR FALSE. (ANY 7)

(07)

- 1) Management is as social process.
- 2) Management is an economic resource.
- 3) TQM does not link quality and productivity.
- 4) Traditional management is autocratic.

- 5) Indian business represents traits of both traditional and contemporary management.
- 6) Control is inconsistent with freedom.
- 7) A leader may delegate his authority but he cannot shift his responsibility.
- 8) Coordination is fixed entity.
- 9) Organisation has tendency towards specialization.
- 10) Informal organisation is shown through organisation chart

- (2) (a) Define management and state its role. (8)
- (b) State the need for and importance of management of banking. (7)

OR

- (c) Explain the characteristics of traditional management. (8)
- (d) Elaborate on contributions made by Peter Drucker. (7)
- (3) (a) Define planning and explain the steps in planning process. (8)
- (b) What is MBO? Explain MBO process. (7)

OR

- (c) Describe the need to motivate employees in banking sector. (8)
- (d) Explain CRM programme in banking sector. (7)
- (4)(a) What is meant by departmentation? Explain the bases of departmentation. (8)
- (b) Describe the organisation structure in Banking Companies. (7)

OR

- (c) What is formal organisation? State its features. (8)
- (d) What is meant by regional organisation? State its advantages and limitations. (7)
- (5) Write short notes on: (Any three) (15)
- (a) F. W. Taylor
- (b) Matrix organisation

(c) TQM

(d) Six Ms of Management

(e) Objectives of IMF

