

FYBBI Sem I Reg & A.T.K.T. Exam Oct-2019.

PRINCIPLES OF MANAGEMENT

A.Y:2019-2020

19/10/19

F.Y.BBI - SEM I

DURATION: 2 ½ HOURS

MARKS:75



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

(ANY 8)

(08)

- 1) Management is _____
(a) Tangible (b) intangible (c) rigid (d) visible
- 2) Management is _____ not absolute.
(a) Degree (b) relative (c) passing (d) flexible
- 3) Traditional management is based on old _____
(a) Records (b) customs (c) policies
- 4) TQM is doing right things _____
(a) Every time (b) any time (c) multiple times (d) right time
- 5) Coordination is the _____ of management.
(a) Focus (b) essence (c) centre (d) basis
- 6) Controlling measures _____ performance.
(a) Actual (b) expected (c) calculated (d) overall
- 7) Know your customer is a part of _____ risk.
(a) Technical (b) operational (c) physical (d) mental
- 8) _____ brings out goal directed behaviour.
(a) Staffing (b) controlling (c) motivating (d) organising
- 9) _____ must regulate rush and non-rush hours.
(a) Government (b) banks (c) plans (d) companies
- 10) Delegation is transfer of certain _____.
(a) Accountability (b) responsibilities (c) documents (d) finance

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

ANY 7)

(07)

- 1) Management uses scientific methods.
- 2) Management as an art represents a field of creativity.
- 3) Vijay Govindrajan worked as a consultant to General Motors.
- 4) Staffing improves job satisfaction and morale.
- 5) Motivation reduces accidents.

6) Banks consider self-control to be the best policy.

7) Banking operations are employee intensive.

8) Banks offer incentives to all employees.

9) Small banks practice matrix organisation.

10) Departmentation by geographical location avoids duplication of activities.

(2) (a) Define management and state its role. (8)

(b) Discuss management as a profession. (7)

OR

(c) Explain Taylor's principles of scientific management. (8)

(d) Mention the qualities needed to become a successful manager. (7)

(3) (a) Define planning and explain the steps in planning process. (8)

(b) Discuss control process. (7)

OR

(c) Discuss CRM Programme in insurance sector. (8)

(d) How is risk managed in insurance sector? (7)

(4) (a) How would you resolve conflicts between line & staff organization. (8)

(b) Describe the organisation structure in Banking Companies. (7)

OR

(c) Explain the functions of IRDA. (8)

(d) Explain Kiran Mazumdar Shaw as a leading woman business leader in India. (7)

(5) Write short notes on: (Any three) (15)

(a) RBI & its functions

(b) Narayana Murthy

- (c) Operational Organisation
- (d) Departmentation by process
- (e) CRM objectives in banking sector



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