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DCBD302

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III Semester B.Com. (DA) Degree Examination, March/April - 2024

COMMERCE

Management Principles and Applications

(NEP Scheme Freshers)

Paper : 3.2

Time : 2½ Hours

Maximum Marks :60

Instructions to Candidates:

Answer should be written in English only.

SECTION - A

Answer any **Five** of the following sub-questions. Each question carries **2** marks.

(5×2=10)

1. a) Define Management.
- b) What is a strategic plan?
- c) State any two elements of delegation.
- d) What is a virtual organization?
- e) Give the meaning of Recruitment.
- f) What is Leadership?
- g) Define Controlling.



SECTION - B

Answer any **Four** questions. Each question carries **5** marks.

(4×5=20)

2. Explain any five qualities of a successful manager.
3. Briefly explain the steps in planning.
4. What are the limitations of written communication (any five)
5. Explain in brief the Matrix organizational structure.
6. What are the principles of effective control?

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SECTION - C

Answer any Two of the following questions. Each question carries 12 marks.

(2×12=24)

7. Briefly explain the principles of an organization.
8. Explain Maslow's Need. Hierarchy Theory.
9. What is control? Explain the two major techniques of control.
 - a) PERT
 - b) CPM

SECTION - D

Answer any One of the following questions. The question carries 6 marks. (1×6=6)

10. Draw an organizational chart showing the flow of authority and responsibility followed in any organization.
 11. Analyze the different leadership styles of any five companies from different sectors.
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