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**MANIPAL UNIVERSITY  
DUBAI CAMPUS**

**FIRST SEMESTER B.B.A. DEGREE EXAMINATION – JANUARY 2009**

**SUBJECT: PRINCIPLES OF MANAGEMENT (MGT 102)**

Sunday, January 11, 2009

Time: 3 Hrs.

Max. Marks: 100

Answer any FIVE of the following questions.

1. “Managers are known by the work they do and the function they perform.”  
Elaborate and critically evaluate the statement. (20)
2. Identify major barriers of communication and explain why they arise. Explain ways to overcome these barriers with suitable examples. (20)
3. Write short notes on the following: (10+10)
  - (i) Levels of management & the skills required at each level
  - (ii) Matrix structure
4. Define planning. Discuss with the help of examples the steps involved in the planning process. (20)
5. Explain the general principles of management by Henry Fayol. (20)
6. Explain with the help of example the Mintzberg’s managerial roles. (20)
7. Define leadership. Discuss with the help of example the functions and the styles of leadership. (5+6+9)

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