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**MANIPAL UNIVERSITY  
DUBAI CAMPUS**

**FIRST SEMESTER B.B.A. DEGREE EXAMINATION – JANUARY 2008**

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

Tuesday, January 08, 2008

Time: 3 Hrs.

Max. Marks: 100

Answer any FIVE of the following questions.

1. Define planning. Explain with the help of examples the steps involved in the planning process. (20)
2. What is meant by Organizational Structure? What are the different kinds of organizational structure? Explain with the help of example the functional and divisional organizational structure. (4+4+12)
3. a) Define power. Explain the different sources of Power. (10)  
b) Draw and discuss the rational model of decision-making. (10)
4. Define management. Discuss the fourteen principles of general management given by Henry Fayol. (20)
5. Discuss in detail the different managerial roles as given by Mintzberg. Support your answer with the help of examples. (20)
6. Define communication. What are the barriers to communication? Also suggest the way to achieve effective communication. (4+8+8)
7. Write short notes on: (4\*5=20)
  - a) Managerial skills
  - b) Tall and flat hierarchy
  - c) Types of authority
  - d) Leadership

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