

Reg. No.

**MANIPAL ACADEMY OF HIGHER EDUCATION**

(Deemed University)

**DUBAI CAMPUS**

**FIRST SEMESTER B.B.A. DEGREE EXAMINATION – JANUARY 2007**

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

Tuesday, January 23, 2007

Time: 3 Hrs.

Max. Marks: 100

Answer any *FIVE* of the following questions.

1. Define management. Discuss the General Principles of management. Also explain the how is it different from scientific principles of management. (20)
2. a) Explain with example the communication model (10)  
b) Define control. Discuss the types of control. (10)
3. Define organization. Discuss in detail the different types of organizational structure. Support your answer with the help of illustration. (20)
4. Define Planning. Explain in detail the planning process. Support your answer with the help of examples. (20)
5. a) What do you mean by Power? Explain the different types of power. (10)  
b) Discuss in brief the managerial decision making model. (10)
6. a) Define leadership. Explain the different leadership styles. (10)  
b) Define motivation. Explain the Maslow's need hierarchy theory. (10)
7. Write short notes on the following: (4\*5=20)
  - a) Managerial skills.
  - b) Levels of management
  - c) Management Process
  - d) The Hawthorne experiment.