PAPER ID-411439

Subject Code: KCA103

Roll No: | | | | | | | | | | | | | |

MCA
(SEM I) THEORY EXAMINATION 2021-22
PRINCIPLES OF MANAGEMENT & COMMUNICATION

Time: 3 Hours ***Total Marks: 100***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 10 =20

Qno.	Question	Marks	CO
a.	Define Management.	2	1
b.	Explain various level of Management.	2	1
c.	Discuss any two advantages of organizational chart.	2	2
d.	Explain Intuitive decision-making model.	2	2
e.	List out the qualities of a good leader.	2	3
f.	Discuss the need of Directing.	2	3
g.	Describe grapevine in short.	2	4
h.	Describe the meaning of interpersonal communication.	2	4
i.	Explain the concept of glossary.	2	5
j.	Discuss the concept of pitch.	2	5

SECTION B

2. Attempt any *three* of the following: 3x10 =30

a.	Explain the techniques of Scientific Management.	10	1
b.	Discuss Importance and Nature of Planning.	10	2
c.	Discuss Maslow's and Herzberg's two factor principles theory of Motivation.	10	3
d.	'Use of technology makes our communication effective.' Illustrate.	10	4
e.	'A job interview is not a test of your knowledge but your ability to use it right time.' Examine the given statement and guide the preparation for before, during and after an interview.	10	5

SECTION C

3. Attempt any *one* part of the following: 1x10 =10

a.	Discuss Fayol's General Principles of Management.	10	1
b.	Summarize the Hawthorne Experiments conducted by Mayo.	10	1

4. Attempt any *one* part of the following: 1x10 =10

a.	Explain Functional Structure and Divisional Structure of organization with their merits and demerits.	10	2
b.	Examine the importance of Delegation and reasons why a manager fails to delegate.	10	2

5. Attempt any *one* part of the following: 1x10 =10

a.	Express various steps involved in Controlling process.	10	3
b.	Discuss the various types of leadership style.	10	3

6. Attempt any *one* part of the following: 1x10 =10

a.	'Communication is only effective when we communicate in a way that is meaningful to the recipient.' Evaluate the statement for various barriers of communication process.	10	4
b.	Evaluate the flow of communication at workplace with the help of a diagram.	10	4

7. Attempt any *one* part of the following: 1x10 =10

a.	Design a resume by creating the necessary details yourself and a covering letter for it in block format.	10	5
b.	Evaluate the format of a technical proposal with all the necessary entries in detail.	10	5