Printed Pages:01 **Sub Code:KCA- 103**

Paper Id: 233160 **Roll No.** | | | | | | | | | | |

MCA

(SEM I) THEORY EXAMINATION 2022-23

PRINCIPLES OF MANAGEMENT & COMMUNICATION

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

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

SECTION A

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

(a) Enumerate the qualities of an efficient management.
(b) Write down the importance of management.
(c) How can you say that planning is goal oriented?
(d) What are the different types of plans?
(e) Explain motives.
(f) Discuss Need for Achievement.
(g) Write down about informal communication.
(h) Discuss the barriers to communication.
(i) What are the four types of business letters?
(j) How much do you personally use body language to communicate?

SECTION B

2. Attempt any *three* of the following: **10x3=30**

(a) What do you understand by management? What are the key aspects of management process?
(b) Planning is an intellectual process, the conscious determination of course action, the basing of decisions on the purpose and facts. Comment.
(c) Discuss the concept of motivation. Explain Maslow's need hierarchy.
(d) Explain the meaning and characteristics of communication. Why communication is important in any business world?
(e) What are the main purposes and uses of sales letter? What are the qualities of a good sales letter?

SECTION C

3. Attempt any *one* part of the following: **10x1=10**

(a) Why FW Taylor is called the father of management? Why does Taylor's theory work? Explain
(b) Explain by giving reasons why organizing is considered as an important function of management.

4. Attempt any *one* part of the following: **10x1=10**

(a) Directing is the heart of the management process .Do you agree? Give any four reasons to support your answer.
(b) How important is listening in communication? Explain with example.

5. Attempt any *one* part of the following: **10x1=10**

(a) How do you write a claim and adjustment letter? Explain.
(b) What was Henry Fayol's greatest contribution to management theory? Discuss.

6. Attempt any *one* part of the following: **10x1=10**

(a) How can people judge who is the right person to delegate a task to? Explain.
(b) Which leadership styles seek to empower employees? Explain.

7. Attempt any *one* part of the following: **10x1=10**

(a) Explain Technical Communication. Discuss the purpose of technical communication.
(b) Is GD part of a selection process or an elimination technique? Discuss.

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