PAPER ID-311546

Subject Code: KCA103

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

MCA

(SEM I) THEORY EXAMINATION 2023-24

PRINCIPLES OF MANAGEMENT & COMMUNICATION

TIME: 3HRS **M.MARKS: 100**

Note: 1. Attempt all Sections.

SECTION A

1. Attempt *all* questions in brief.

Q no.	Question	Marks	CO
a.	What do you mean by scientific management?	2	1
b.	What do you mean by unity of command?	2	1
c.	Distinguish between forecasting and planning.	2	2
d.	Distinguish between formal and informal delegation.	2	2
e.	What is carrot approach of motivation?	2	3
f.	Define concurrent control.	2	3
g.	Define written communication.	2	4
h.	State the elements of communication process.	2	4
i.	What are the parts of a sales letter?	2	5
j.	Distinguish between routine and special report.	2	5

SECTION B

2. Attempt any *three* of the following:

Q no.	Question	Marks	CO
a.	What are the various functions of Management?	10	1
b.	Define decision- making and explain the process of decision –making.	10	2
c.	Describe McGregor's theory X and Y and the situations in which they can be applied.	10	3
d.	Explain the seven Cs of effective communication.	10	4
e.	Write your resume, keeping in mind all the essential details.	10	5

SECTION C

3. Attempt any *one* part of the following:

Q no.	Question	Marks	CO
a.	What are the principles of Taylor's scientific management?	10	1
b.	What are the major findings of Hawthorne Experiments?	10	1

4. Attempt any *one* part of the following:

Q no.	Question	Marks	CO
a.	Define line organization structure. What are its advantages and limitations?	10	2
b.	What is planning? Discuss its nature and significance.	10	2

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5. Attempt any *one* part of the following:

Q no.	Question	Marks	CO
a.	Explain traditional techniques of control.	10	3
b.	"Planning without control is meaningless" and "control without planning is a waste" Discuss.	10	3

6. Attempt any *one* part of the following:

Q no.	Question	Marks	CO
a.	Explain the advantages and disadvantages of downward communication.	10	4
b.	What is written communication? State the advantages and disadvantages of written communication.	10	4

7. Attempt any *one* part of the following:

Q no.	Question	Marks	CO
a.	Write notes on the following: (a) Body of the letter (b) Subscription (c) Post script (d) Enclosure	10	5
b.	Write an application letter for the post of Software Engineer addressed to the Human Resource Manager of Rajan Enterprises, Delhi, in response to the advertisement in a newspaper.	10	5

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