

School of Liberal Education**Bachelor of Arts in Journalism and Mass Communication
Semester End Examination - Jul 2024****Duration : 180 Minutes
Max Marks : 100****Sem I - D1UA120T - Principle of Management***General Instructions**Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) What is the difference between traditional and contingency approaches to management? K1(2)
- 2) Explain how management as an art draws upon human understanding and experience. K2(4)
- 3) Identify the four fundamental functions of management. K2(6)
- 4) Design a simple organizational chart for a small business based on its functional structure. K3(9)
- 5) Explain the concept of management by objectives (MBO) and its significance K3(9)
- 6) Explain the difference between qualitative and quantitative forecasting methods. K5(10)
- 7) Create a performance management system that aligns with organizational objectives. K4(12)
- 8) Demonstrate the use of artful leadership to motivate and inspire a team of employees. K5(15)
- 9) Describe the four basic control processes: planning, controlling, corrective action, and feedback. K5(15)
- 10) Analyze the impact of organizational culture on management effectiveness K6(18)