



**PARVATHANENI BRAHMAYYA  
SIDDHARTHA COLLEGE OF ARTS & SCIENCE**  
*Autonomous*  
Siddhartha Nagar, Vijayawada-520010  
*Re-accredited at 'A+' by the NAAC*

## **23MGMAL121: PRINCIPLES OF MANAGEMENT**

**Offered to : BBA Honours( Business Administration)**

**SEMESTER-II**

**Major Course 3: Theory**

**4 Credits**

**75 Hrs**

### **Course Objective:**

The course aims to impart conceptual knowledge on Principles of Management and also to provide the knowledge on the functions of Management.

### **Course Outcomes:**

After completing this course, the student will be able:

**CO1:** Outline the fundamental Functions of Managers

**CO2:** Explain the basic concepts of Planning function

**CO3:** Understand the aspects involved in Organizing function

**CO4:** Comprehend the issues in the Directing function

**CO5:** Understand various control techniques practiced at organizations

<b>CO-PO MATRIX</b>								
	CO-PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
<b>23MGMAL121</b>	CO1	3	3	2	0	0	0	0
	CO2	3	3	2	0	0	0	0
	CO3	3	3	2	0	0	0	0
	CO4	3	3	2	0	0	0	0
	CO5	3	3	2	0	0	0	0

### **UNIT-I: INTRODUCTION TO MANAGEMENT**

- 1.1 Definition and Nature of Management
- 1.2 Management as a Science, an Art and a profession
- 1.3 Significance of Management process
- 1.4 Roles and responsibilities of a Manager
- 1.5 Essential Managerial Skills
- 1.6 Administration Vs. Management
- 1.7 Functions of Management
- 1.8 Contemporary Issues and Challenges in Management of 21st Century

### **UNIT -II: PLANNING**

- 2.1 Nature of Planning
- 2.2 Importance of Planning
- 2.3 Types of Plans
- 2.4 Levels of Planning
- 2.5 Steps in planning process

- 2.6 Pre-Requisites for making Effective Plans
- 2.7 Process of Management by Objectives (MBO) and its Significance
- 2.8 Nature of Decision making
- 2.9 Types of decisions
- 2.10 Decision Making Process

### **UNIT -III: ORGANIZING**

- 3.1 Principles of Organization
- 3.2 Steps in Organizing process
- 3.3 Importance of Organizing process
- 3.4 Types of Organizational Structures – Line, Staff and Functional Organizations
- 3.5 Conflicts between Line and Staff
- 3.6 Overcoming the Line-Staff Conflict
- 3.7 Methods of Departmentation
- 3.8 Principles of Delegation
- 3.9 Factors determining the Span of Control
- 3.10 Centralization Vs. Decentralization
- 3.11 Factors determining the degree of Decentralization of authority

### **UNIT -IV: STAFFING AND DIRECTING**

- 4.1 Manpower Planning process
- 4.2 Components of Staffing process
- 4.3 Importance of Staffing
- 4.4 Sources of Recruitment
- 4.5 Steps in Selection process
- 4.6 Elements of Directing function
- 4.7 Theories of Motivation- Maslow's theory of Need Hierarchy and Herzberg's Dual Factor theory
- 4.8 Importance of Motivating people at work
- 4.9 Communication skills required for Directing function
- 4.10 Barriers in communication

### **UNIT -V: CONTROLLING**

- 5.1 Importance of Controlling process
- 5.2 Essentials for an effective Control System
- 5.3 Techniques of Managerial control
- 5.4 Behavioural Implications of Control

#### **Text Book:**

1. Gupta, R.S., Sharma, B.D., & Bhalla. N.S. Principles & Practices of Management. New Delhi, Kalyani Publishers.

#### **Reference Books:**

1. Koontz, H., & Weihrich, H. Essentials of Management, McGraw Hill Publishers.
2. L M Prasad, Principles and Practices of Management, Himalaya Publishing House
3. Rao, P.S. Principles of Management, Himalaya Publishing House.



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**MODEL QUESTION PAPER  
PRINCIPLES OF MANAGEMENT**

**SEMESTER: II**

**Time: 3 HOURS**  
**Max. Marks: 70M**

**Section – A**

Answer the following questions:

5 X 4 = 20 Marks

**UNIT I**

1. a) State in your own words the nature of Management process (L1)  
(OR)  
b) What are managerial skills according to Robert Katz model? (L1)

**UNIT II**

2. a) Describe MBO process (L1)  
(OR)  
b) Give examples for various types of decisions (L1)

**UNIT III**

3. a) Justify the relevance of various principles of Organization (L2)  
(OR)  
b) Describe the factors determining the span of control (L2)

**UNIT IV**

4. a) Give examples to various barriers to effective communication (L2)  
(OR)  
b) Explain the importance of motivating people at work (L2)

**UNIT V**

5. a) What is the importance of Controlling process? (L3)  
(OR)  
b) What are the essentials for an effective Control System? (L3)

**Section – B**

Answer the following questions:

5 X 10 = 50 Marks

**UNIT I**

6. a) Describe various functions of Management in business organizations. (L1)  
(OR)  
b) Summarize the Roles & Responsibilities of a Manager with examples. (L1)

**UNIT II**

7. a) Explain various steps in the Process of Planning with suitable examples. (L1)  
(OR)  
b) Discuss various steps in Decision making process with suitable examples. (L1)

**UNIT III**

8. a) Illustrate with examples how conflicts occur between Line and Staff Positions. (L2)  
(OR)  
b) Describe various principles of organization with suitable examples. (L2)

**UNIT IV**

9. a) Discuss various steps in Selection process with examples. (L2)  
(OR)  
b) Explain the impact caused by Herzberg's motivation theory in an Organization. (L2)

**UNIT V**

10. a) Discuss various Techniques of Managerial control. (L3)  
(OR)  
b) Categorize different behavioural implications of control with suitable examples. (L3)

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