

MAHATMA GANDHI UNIVERSITY
M C A DEGREE EXAMINATION
MODEL QUESTION PAPER
(2011 Revised Syllabi)

First Semester

MCA 104 Principles of Management & Accounting

Time: 3 Hrs

Max Marks: 75

Part A

Answer any ten questions.

Each question carries 3 marks.

1. Discuss the key factors of Systems Approach of Management?
2. Explain the different types of Plan?
3. Briefly explain the essential skills required for a manager?
4. Discuss MBO and its key features?
5. Distinguish between structured Interview and unstructured Interview?
6. Explain the various steps involved in Controlling?
7. What are the key elements of Organisational Behavior. Explain?
8. Discuss the various determinants of Job Satisfaction?
9. Explain the term Brand Equity?
10. Explain Global Marketing?
11. Discuss on the limitations of financial accounting?
12. Explain the objectives for providing depreciation?

(10 x 3 = 30 marks)

Part B

All questions carry equal marks.

13. (a) Compare and contrast the works of Fayol and Taylor?
OR
(b) What are the major advantages and disadvantages of informal organisations from the viewpoints of management and workers?
14. (a) Give a detailed account of the staffing process?
OR
(b) "Motivation is needbased". In the light of this observation, point out how Maslow's need hierarchy helps management in initiating the motivational process?
15. (a) Define group cohesiveness? Explain the relationship between group cohesiveness and productivity?

OR

(b)What is team ?What are the different types of team in an organisation. Explain the process of team building?

16. (a)Explain the Complete life cycle of a product?

OR

(b)Discuss the various sales promotion tools?

17. (a)Explain the various accounting conventions and concepts?

OR

(b)What are the various subsidiary books in accounting? Explain the preparation of purchases day book and sales day book?

(5 x 9 = 45 marks)