



QP CODE: 25804082



Reg No : .....

Name : .....

**I.M.C.A DEGREE EXAMINATION, OCTOBER 2025**

**Third Semester**

Faculty of Technology and Applied Sciences

Integrated MCA

**Core - IMCA3C04 - PRINCIPLES OF MANAGEMENT**

2020 Admission Onwards

CFE36AC4

Time: 3 Hours

Maximum: 75 Marks

**Part A**

*Answer any **ten** questions*

*Each question carries **3** marks*

1. What are the functions of top level management?
2. Define Management principle.
3. Define scientific management.
4. Which are the useful methods to the management for making planning more effective?
5. Define MBO.
6. What is job satisfaction?
7. What is the super ego?
8. What are the leadership skills?
9. What are the key elements of OB?
10. Explain the term: Attrition
11. Explain the advantage of online Marketing.
12. What are the attributes of Brand Identity?

(10×3=30 marks)

**Part B**

*Answer **all** questions*

*Each question carries **9** marks*

13. a) Define management. Which are the levels of management?

OR





b) Explain Henry Fayol's contribution to management.

14. a) Explain in detail process of planning.

OR

b) Explain the advantages of delegation of authority.

15. a) Write short note on Maslow's hierarchy of needs.

OR

b) What are the Internal sources of Recruitment?

16. a) What is the difference between trait and behavioural theories? Are the theories valid?

OR

b) What are the different types of Groups. Explain the functions of each group.

17. a) What are the tasks of Marketing Manager?

OR

b) What are the factors influencing Distribution channel?

(5×9=45 marks)

