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**Presidency University**

**Bengaluru**

**SCHOOL OF MEDIA STUDIES**

**MID TERM EXAMINATION**

**Even Semester**: IV semester

**Course Code**: MBA2017

**Course Name**: Principles of Management

**Program & Sem**: BA In Journalism and Mass Communication

**Date**: 15.04.2023

**Time**: 2:00 p.m- 3.30 p.m

**Max Marks**: 50

**Weightage**: 25%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*

**Part A**

**Answer all the Questions. Each question carries 5 marks. (4Qx 5M = 20M)**

1. Define Management and its nature. [5M] (C.O.1) [Knowledge]
2. List out the four functions of management. [5M] (C.O.1) [Knowledge]
3. State whether ‘Management is a Science or Art’ [5M](C.O.1) [Knowledge]
4. Identify the roles and skills of Managers [5M] (C.O.2) [Knowledge]

**Part B**

**Answer all the Questions. Each question carries 5 marks. (2Qx10M=20M)**

1. Discuss about the following concepts [10M] (C.O.2) [Comprehensive]
   1. Universality Approach
   2. Bureaucracy Approach
   3. Behavioral Approach
   4. Quantitative Approach
   5. System Approach

1. Differentiate between [10M] (C.O.2) [Comprehensive]
   1. Classical Vs neo-classical system
   2. Professional Management Vs Family Management
   3. Vission Vs Mission

**Part C**

**Answer all the Questions. Each question carries 10 marks. (1Qx10M=10M)**

1. Explain about what are the requirements of sound objectives in an organization.

[10M] (C.O.2) [Comprehensive]