



PAPER ID-310751

Printed Page: 1 of 2  
Subject Code: BMC103

Roll No:

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**MCA**  
**(SEM I) THEORY EXAMINATION 2025-26**  
**PRINCIPLES OF MANAGEMENT & COMMUNICATION**

**TIME: 3 HRS****M.MARKS: 70****Note:** Attempt all Sections. In case of any missing data; choose suitably.**SECTION A****1. Attempt all questions in brief.****02 x 7 = 14**

| Q no. | Question                                            | CO | Level |
|-------|-----------------------------------------------------|----|-------|
| a.    | Define Administration.                              | 1  | K2    |
| b.    | State any two functions of a Manager.               | 1  | K1    |
| c.    | What do you understand by Organizational Hierarchy? | 2  | K3    |
| d.    | Define Delegation of Authority.                     | 2  | K3,K4 |
| e.    | Explain the term "Employee Morale."                 | 3  | K5,K6 |
| f.    | What is Group Cohesiveness?                         | 4  | K1,K3 |
| g.    | Define Stress Syllable with an example.             | 5  | K3,K5 |

**SECTION B****2. Attempt any three of the following:****07 x 3 = 21**

| Q no. | Question                                                                      | CO | Level |
|-------|-------------------------------------------------------------------------------|----|-------|
| a.    | Explain the relevance of Management in modern organizations with examples.    | 1  | K2    |
| b.    | Discuss various types of strategies used in the planning process.             | 1  | K1    |
| c.    | Describe Herzberg's Two-Factor Theory of Motivation in detail.                | 3  | K5    |
| d.    | Write a short note<br>i) inquiry letter ii) complaint letter                  | 3  | K3    |
| e.    | What is Effective Communication? Explain Semantic and Psychological Barriers. | 4  | K3    |

**SECTION C****3. Attempt any one part of the following:****07 x 1 = 07**

| Q no. | Question                                                       | CO | Level |
|-------|----------------------------------------------------------------|----|-------|
| a.    | Discuss F.W. Taylor's Scientific Management Theory in detail.  | 1  | K2    |
| b.    | Explain the essential roles performed by a successful Manager. | 1  | K2    |

**4. Attempt any one part of the following:****07 x 1 = 07**

| Q no. | Question                                                                         | CO | Level |
|-------|----------------------------------------------------------------------------------|----|-------|
| a.    | Explain how "Organizing" contributes to effective coordination in an enterprise. | 2  | K3,k4 |
| b.    | What are the steps involved in Rational Decision-Making? Discuss them in detail. | 2  | K3,k4 |



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TIME: 3 HRS

M.MARKS: 70

5. Attempt any *one* part of the following:

07 x 1 = 07

| Q no. | Question                                                                                | CO | Level |
|-------|-----------------------------------------------------------------------------------------|----|-------|
| a.    | Explain the various steps of the Controlling Process and discuss modern control tools.  | 3  | K5    |
| b.    | Define Leadership. Explain Autocratic, Democratic, and Laissez-faire leadership styles. | 3  | K5    |

6. Attempt any *one* part of the following:

07 x 1 = 07

| Q no. | Question                                                                                                             | CO | Level |
|-------|----------------------------------------------------------------------------------------------------------------------|----|-------|
| a.    | Describe downward, upward, and horizontal communication with examples. Discuss the need for technical communication. | 4  | K1,K3 |
| b.    | What do you mean by Digital Communication? Discuss its modern tools and benefits.                                    | 4  | K1,K3 |

7. Attempt any *one* part of the following:

07 x 1 = 07

| Q no. | Question                                                                                   | CO | Level |
|-------|--------------------------------------------------------------------------------------------|----|-------|
| a.    | What are the various methods of speech delivery? Explain verbal and non-verbal dimensions. | 5  | K3,K5 |
| b.    | What is a Report? Explain different types of technical reports and their structure.        | 5  | K3,K5 |