



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 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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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