

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (2012 & Onward Batches) (Sem.-1)

Bachelor(SIM) / BRDM (2014 Batch)

PRINCIPLES OF MANAGEMENT

Subject Code : BBA-101

Paper ID : [C1121]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Answer Briefly :

- a. System Approach vs Contingency Approach.
- b. Describe the skills of a good Manager
- c. Difference between policies and strategies.
- d. *Planning is a mere ritual in the fast changing environment.* Explain.
- e. Span of control.
- f. Formal and informal organization.
- g. Centralisation and Decentralisation go together.
- h. Planning is looking ahead and Controlling is looking back. Comment.
- i. Explain Bench Marking.
- j. *If you try to control everything, you end up controlling nothing.* Comment.

SECTION-B

Unit-I

2. The separation of management from ownership and increasing professionalism of management has led to a debate as to whether or not management is a profession. Discuss.
3. **Write short notes on :**
 - a. Behavioural Approach to Management
 - b. Contingency Approach

Unit-II

4. Define Management by objective. Discuss the broad requirements and steps involved in the introduction of MBO.
5. Define Decision Making. What are the various types of decisions? Also give the characteristics of a decision.

Unit-III

6. “In the organizing process, staffing is an important management function.” Discuss. Give guidelines for managerial staffing.
7. Define delegation of authority. What should be done to ensure effective delegation of authority in a business enterprise?

Unit-IV

8. Budgetary Control is the oldest traditional device which is still being used in business. Discuss.
9. Define Business Process Re-engineering (BPR) and describe its objectives.