

**Part III: Basic Subjects**

Paper-1 Principles of Management & Business Communication

Time: 3 hours

Max. Marks: 80

**SECTION-A**

Answer ALL Questions.

4 X 15 = 60

1. a) Critically examine whether Management is an Art or Science.  
(or)  
b) What is "Planning". Explain its importance in organization.
2. a) Explain various styles of Leadership.  
(or)  
b) What are the factors that influence on span of management in an organization.
3. a) Explain the process of 'Intra' and 'Inter personal' communication.  
(or)  
b) State different models of communication.
4. a) Explain the basic principles to be followed in writing business letters.  
(or)  
b) Bring out the barriers to effective communication.

**SECTION-B**

Answer Any Four of the questions

5 X 4 = 20

5. Objectives of plans
6. Nature of Management
7. Organization structure
8. Features of need hierarchy theory
9. Basic elements of communication process
10. Grapevine
11. Short reports
12. Termination orders.