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Total No. of Pages : 02

Total No. of Questions : 09

BBA (2014 to 2017)/ B.SIM / BRDM (2014 & Onwards) (Sem.-I)

## PRINCIPLES OF MANAGEMENT

Subject Code : BBA-101

M.Code : 10538

Time : 3 Hrs.

Max. Marks : 60

### INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-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. Write briefly :
  - a) Features of contingency approach
  - b) Managerial role
  - c) Why business forecasting is important?
  - d) Concept of MBO
  - e) Span of Control
  - f) Importance of staffing
  - g) Scope of controlling
  - h) Six Sigma
  - i) Features of authority delegation
  - j) Business outsourcing

## SECTION-B

### UNIT-I

2. “Management is regarded as an art by someone, science by others and inexact science by many more. The truth seems to be somewhere in the middle”. In the light of this statement, explain the nature, scope and importance of management.
3. Discuss in brief the contributions of Behavioural Approach and Systems Approach to the study of Management.

### UNIT-II

4. Discuss the concept of Planning. Why it is important? Also explain the various types of plans.
5. “It is believed that management without decision is a man without a backbone”. In lieu of this statement, discuss the importance and process of decision-making.

### UNIT-III

6. Describe the various bases for departmentation. Do you agree with the view that there is no single one best way of departmentation applicable to all organizations, explain with reasons?
7. “Organizing creates the framework needed to reach a company’s objectives and goals”. Elucidate this statement.

### UNIT-IV

8. “Effective control requires that the critical areas of control should be clearly identified in advance”. Comment by detailing out the tools and techniques of control.
9. Write detailed notes on :
  - a) Knowledge management
  - b) Benchmarking

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.