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**Total No. of Pages : 02**

**Total No. of Questions : 09**

**BBA (Batch-2012) (Sem.-1<sup>st</sup>)**

# 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. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying TEN marks each and student has to attempt any ONE question from each Subsection.

**SECTION-A**

- I. Write short note on :
  - (a) Universality of management.
  - (b) Features of scientific management.
  - (c) Objective of planning.
  - (d) Strategic decision.
  - (e) Formal organisation.
  - (f) Difference between centralisation & decentralisation.
  - (g) Break-even analysis.
  - (h) Nature of controlling.
  - (i) Discuss the Kaizen as a modern management technique.
  - (j) Process of delegation of authority.

## SECTION-B

## UNIT-I

2. Define Management. Discuss general principles of management as given by Henry Fayol.
3. Bring out the significance of the statement '*Effective management is always contingency or situational management.*' How does system approach of management differs from contingency approach ?

## UNIT-II

4. Discuss the concept of planning. How does strategic planning differ from operational planning ?
5. Why decision-making is very important for management ? Discuss process of decision-making.

### UNIT-III

6. What do you mean by 'Span of Control' ? How the 'span of control' is determined ? As a manager do you prefer a narrow or wide span and why ?
7. Explain the concept of staffing and briefly discuss the significant activities performed in this connection.

## UNIT-IV

8. What do you mean by budgetary control ? Explain different types of budgets used in this budgetary control system.
9. Answer any two of the following in detail :
  - (i) Business Outsourcing
  - (ii) Just in time management
  - (iii) Six Sigma