Dr. Babasaheb Ambedkar Open University Term End Examination July – 2021

Course BBA/BBAHT/DBA Date 13-Aug-2021 Time **Subject Code** : BBA-101(NEW)/BBAHT - 101 01:00pm to 03:00pm (NEW)/DBA-101,BBAIB **Subject Name Principle of Management** Duration 02 Hours Max. Marks **50 Section A** Answer the following (Attempt any two) (20)1. What is the importance of Planning in management? 2. Discuss the important characteristics of decision making. 3. A Supervisor plays multiple roles at a time. – How? 4. Write a short note on: Maslow's Need Hierarchy. **Section B Answer the following (Attempt any three)** (15)1. Management is an effective utilization of resources- Share your views. 2. Explain Management by objective. 3. Discuss few factors affecting organizational chart. 4. What do you understand by group cohesiveness? 5. Explain various hygiene factors in Herzberg's two-factor theory. Section C Part – A (Multiple Choice Questions) (10)1 Functional managers are responsible _ For a single area of activity To the upper level of management and staff For complex organizational sub-For obtaining copyrights and patents for newly developed units processes and equipment 2 Quality practices must be carried out _ at the start of the project throughout the life of the project \mathbf{C} at the end of the project no need to carry out quality practices 3 Organization structure primarily refers to _ how activities are coordinated and how resources are allocated controlled the location of departments and D the policy statements developed by office space the firm 4 Which of the following is the determinant of organization structure Technology Centralization A C Size of the work unit D Coordination of activities

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5	Group brainstorming encourages all of the following except					
	A	Team building	В	Analysis of alternatives		
	C	Convergent thinking	D	Uninhibited verbalization		
6	represent business units having large market share in a fast growing					
	industry.					
	A	Stars.	В	Cash Cows.		
	C	Dogs.	D	Question Marks.		
7	are the qualities that enable us to accomplish the organization's mission.					
	A	Strengths.	В	Weakness.		
	C	Opportunities.	D	Threats.		
8	decision is long-term decision.					
	A	Strategic.	В	Administrative.		
	C	Operational.	D	Routine.		
9	refers to process of collecting, scrutinizing and providing information for					
	strategic purposes.					
	A	Environmental Scanning.	В	Scanning.		
	C	Environmental.	D	None of the above.		
10	arise when conditions in external environment jeopardize the reliability					
	and profitability of the organization's business.					
	A	Strengths.	В	Weakness.		
	C	Opportunities.	D	Threats.		
	Part – B (Do as Directed)					
	State whether The following statements are True or False					
1	Ability to use resources wisely and in a cost effective manner is effectiveness.					
2		The manager is always on the lookout for new ideas.				
3		Top Level is also known as Administrative Level.				
4	The circular chart indicates the top managerial position at the centre.					
5	Hierarchy is a tree the structure which shows various levels in an organization.					
