

**Dr. Babasaheb Ambedkar Open University  
Term End Examination July – 2023**

Course	: BBA/BBAHT/DBA	Date	: 25-Jul-23
Subject Code	: BBA-101(NEW)/BBAHT - 101 (NEW)/DBA-101,BBAIB	Time	: 03:45pm to 06:00pm
Subject Name	: Principle of Management	Duration	: 02.15 Hours
		Max. Marks	: 70

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**Section A**

**Answer the following (Attempt any three) (30)**

1. Explain the Sources of Recruitment.
2. Discuss the Functions of a Supervisor.
3. Explain the Principles of Organizing.
4. Discuss the Characteristics of Controlling.
5. Describe the Planning Process in detail.

**Section B**

**Answer the following (Attempt any four) (20)**

1. Write a note on Managerial Skills.
2. Explain the Concept of SWOT Analysis.
3. Discuss the Need Hierarchy Theory of Motivation.
4. Discuss the types of Promotion and Transfer.
5. Explain the Functional Organization Structure.
6. What is the Social Responsibility of Business? Explain.

**Section C**

**Part – A (Multiple Choice Questions)**

**(10)**

1. Top Level is also known as \_\_\_\_\_.  
A. Executor Level                      B. Administrative Level  
C. First Line Managers                 D. Operative Level
2. A \_\_\_\_\_ is a future course of actions.  
A. Controlling                            B. Plan  
C. Supervision                            D. None of the above
3. \_\_\_\_\_ motivation is done through negative incentives.  
A. Positive                                 B. Negative  
C. Financial                                 D. Non-Financial
4. The first responsibility of management is to protect the interest of \_\_\_\_\_.  
A. Shareholders                           B. Suppliers  
C. Creditors                                 D. Government
5. Identify the organization structure.  
A. Triangle                                 B. Matrix  
C. Square                                    D. Rectangle

- 6 \_\_\_\_\_ is a kind of compensation giving monetarily to employees based on work performances.
- |                |             |
|----------------|-------------|
| A Remuneration | B Training  |
| C Development  | D Selection |
- 7 Theory Z was given by:
- |                 |                     |
|-----------------|---------------------|
| A William Ouchi | B Peter F Drucker   |
| C Henry Feyol   | D None of the above |
- 8 Indian management is described as \_\_\_\_\_ with traditional values.
- |                       |                      |
|-----------------------|----------------------|
| A Family Management   | B Wealth Management  |
| C Employee Management | D Workers Management |
- 9 Man Power Planning is also called :
- |                     |                           |
|---------------------|---------------------------|
| A Human Planning    | B Human Resource Planning |
| C Resource Planning | D Personnel Planning      |
- 10 It is the process of putting right men on right job:
- |               |               |
|---------------|---------------|
| A Recruitment | B Selection   |
| C Training    | D Development |

**Part – B (Do as Directed)**

**(10)**

**State whether the following statements are true or false:**

- 1 People differ in personality, so they can be handled in the different manner.
- 2 The idea of social responsibility is very old in our country.
- 3 BCG stands for Boston Consulting Group.
- 4 Management is related with decision-making.
- 5 Professions usually have personal bodies organized by their members.
- 6 Decision-making is a goal-oriented process.
- 7 An organization is not a system.
- 8 Orientation of employees takes place before Training.
- 9 A supervisor never plays the role of a counselor when he/she involves in workers problems.
- 10 Management is a continuous process.

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