

Dr. Babasaheb Ambedkar Open University
Term End Examination January – 2023

Course	: BBA	Date	: 31-Jan-2023
Subject Code	: BBA-OLD-101/BBAHT-OLD-101/BBAIB-101	Time	: 03:45pm to 06:00pm
Subject Name	: Principles of Management	Duration	: 02.15 Hours
		Max. Marks	: 70

Section A

Answer the following (Attempt any three) (30)

1. Define management. Discuss various functions of management
2. What is organizing? Explain different types of organisational charts in detail
3. Define control. Explain the various steps involve in the process of control
4. What are the meanings of Motivation? Explain importance of motivation.
5. Write a detail note of Boston consulting group (BCG) matrix

Section B

Answer the following (Attempt any four) (20)

1. Explain managerial skills of manager
2. Define planning. Explain Features of Planning in detail
3. Which are the steps involved in staffing? Explain in brief
4. Explain Need and Importance of Directing in brief
5. Define Leadership. What are the four factors of leadership?
6. Define social responsibility. Explain the scope of social responsibility

Section C

Part – A (Multiple Choice Questions) (10)

1. Management tries to make effective utilization of various _____.
A Resources B Men
C Materials D Method
2. Essentially, four major forces that affect management are _____ social, political-legal and technological
A Non- Economic B Economic
C Government D Cultural.
3. A _____ is a diagram that shows the structure of an organization and the relationships and relative ranks of its parts and positions/jobs
A Chart B Diagram
C Organizational Chart D Organizational Diagram
4. Which of the following are the types of planning?
A Operational planning B Strategic planning
C Contingency planning D All of these

- 5 _____ is the process of searching the candidates for employment and stimulating them to apply for jobs in the organization.
A Recruitment B Training
C Selection D Development
- 6 _____ means the act of watching over the work or tasks of another who may lack full knowledge of the concept at hand.
A Controlling B Supervision
C Planning D None of these
- 7 Co-ordination with customers, suppliers, government and outsiders with whom the enterprise has business connections is called _____.
A Internal coordination B Vertical coordination
C External coordination D Horizontal coordination
- 8 _____ motivation means motivating employees by paying them in terms of money.
A Positive B Negative
C Non financial D Financial
- 9 Which of the various groups associated with a business organization?
A Shareholder B Worker
C Customer D All of these
- 10 In SWOT analysis W is stand for _____.
A Week B Weaknesses
C Working D Worker

Part – B (Do as Directed)

(10)

State whether the following statements are true or false:

- 1 Management is a process of planning organizing, actuating and controlling to determine and accomplish the objectives by the use of people and resources.
- 2 Management is not a goal oriented.
- 3 Frederick Winslow Taylor is commonly called as father of scientific management.
- 4 Decision-making is not a goal-oriented process.
- 5 The structure of an organization facilitates formal communication through line of authority, established from top to lower levels.
- 6 Direction serves as not continuous activity throughout life in an organization.
- 7 Selection is the process of putting right men on right job.
- 8 Planning and controlling are two separate functions of management, yet they are not closely related.
- 9 Sender is a person who sends the message.
- 10 Strategic decisions are taken daily.
