

Roll No.

Total No. of Pages : 02

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BBA (2013 to 2017)/ B.SIM / BRDM (2014 & Onwards) (Sem.-1)

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. SECTIONS-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

Q1 Write briefly :

- a. What are the functions of Managers?
- b. Who is known as father of modern management theory?
- c. Define the term, scalar chain.
- d. What do you mean by forecasting?
- e. Discuss the nature of staffing.
- f. What is business outsourcing?
- g. What are the types of decision making?
- h. What is the significance of organising?
- i. What is Business Process Re-Engineering?
- j. Define kaizen.

SECTION-B

UNIT-I

- Q2. Explain briefly about the various functions of Management. Explain the three levels of management.
- Q3. i) Write the characteristics and limitations of classical approach.
- ii) Compare and contrast Systems approach and contingency approach.

UNIT-II

- Q4. Explain the various decision making techniques and the factors influencing it.
- Q5. Explain the process of MBO. What are the benefits & limitations of MBO? How will you overcome the limitations?

UNIT-III

- Q6. Define staffing. What are the selection process errors?
- Q7. What are the different bases of departmentation? Compare departmentation by function & product.

UNIT-IV

- Q8. Define business process re-engineering and describe its objectives.
- Q9. Effective control requires that the critical areas of control should be clearly identified in advance. Discuss and give the main areas of control.

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.