

Exam. Code : 105402

Subject Code : 1439

B.B.A. Semester—II

PRINCIPLES OF MANAGEMENT

Paper—BBA : 204

Time Allowed—3 Hours]

[Maximum Marks—50

SECTION—A

Note :— Attempt any **ten** questions. Each question carries 1 mark. Answer to each question should not exceed **five** lines.

1. Short answer type questions :

- (a) 'Management is what a manager does'. Explain briefly.
- (b) What is meant by bureaucratic management ?
- (c) Difference between strategy and policy.
- (d) Is MBO a technique to assess performance ?
- (e) What is the contingency approach in organization ?
- (f) What are the key factors in the process of Departmentation ?
- (g) 'Decentralization is extension of delegation'. Explain.
- (h) Discuss briefly the factors affecting training and development.
- (i) Name various styles of leadership.
- (j) On which assumptions is Maslow's theory of need hierarchy based ?
- (k) How co-ordination differs from co-operation ?
- (l) Discuss the merits of cost control technique.

10×1=10

SECTION—B

Note :— Attempt any **two** questions. Each question carries **10** marks.

2. Is management a profession ? Give reasons for your answer. What is the position of management as profession in India ?
3. Compare the approaches of management thought given by F.W. Taylor and Henry Fayol.
4. What do you mean by decision making ? Elaborate the process of decision making.
5. What is line and staff organization ? State the advantages and disadvantages of line and staff organization. What are the courses of conflicts between line and staff ?

2×10=20

SECTION—C

Note :— Attempt any **two** questions. Each question carries **10** marks.

6. Is delegation essential for an industrial undertaking ? Which factors determine the degree of delegation ?
7. Human resource management plays a vital role in the whole system of management of an industrial organization. Explain.
8. “Budgetary control is an important tool of control in the hands of management”. Explain.
9. Discuss McGregor’s theory. Do you think theory X is applicable in the present context ?

2×10=20