

Roll No.

Total No. of Questions : 13]

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J-3028[S-28]

[2037]

BCA (Semester - 2nd)

PRINCIPLES OF MANAGEMENT (BCA - 201)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 × 2 = 30)

Write short notes on the following.

- a) Planning.
- b) Tactics.
- c) Goals.
- d) Departmentation.
- e) Organisational design.
- f) Decentralization.
- g) Authority Vs. responsibility.
- h) Working capital.
- i) Market segmentation.
- j) Equity shares.
- k) Budgetary control.
- l) Work - study.
- m) Feed forward control.
- n) Panel interview.
- o) Policies.

Section - B**(9 x 5 = 45)**

- Q2)** State the meaning of direction; explain in brief the nature of directing function of management.
- Q3)** Planning is the basis of control, action its essence, delegation its key and information its guide. Explain.
- Q4)** What is meant by a line organisation? State its main characteristics.
- Q5)** What is recruitment? Explain briefly the various external sources of recruitment of employees.
- Q6)** What are the objectives of production planning and control?
- Q7)** Explain the modern concept of marketing and distinguish it from selling.
- Q8)** Explain the importance of finance in modern business.
- Q9)** What do you understand by the term human resource development?
- Q10)** Explain the importance of management, whether it is science or art?
- Q11)** Describe the benefits and limitations of conducting interviews.
- Q12)** Communication is sharing of understanding, comment.
- Q13)** What is informal communication? Briefly explain its advantages and disadvantages.

