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Total No. of Pages: 02
Total No. of Questions: 09

BBA (Sem.-1st)
PRINCIPLES OF MANAGEMENT (BBA, BRDM)
Subject Code: BBA-101
Paper ID: [C1121]

Time: 3 Hrs.**Max. Marks: 60****INSTRUCTIONS TO CANDIDATE:**

1. *part –a is compulsory and is consisting of 10 sub-questions of 2 marks each.*
2. *Part-b contains 8 full length questions of 10 marks each out of which the candidates are required to attempt one question from each unit.*

PART-A**Q.1**

- a) Describe the skills of good manager.
- b) Why Maslow need hierarchy theory was criticized?
- c) Distinguish between centralization and decentralization?
- d) What do you mean by forecasting?
- e) Discuss the importance of staffing.
- f) What is benchmarking?
- g) What is decision tree?
- h) What is delegation?
- i) What is Business Process Re-Engineering?
- j) Define knowledge management.

PART-B**Unit-1**

- Q2. Describe Henri Fayol's principles of management.
- Q3. Describe the term management. Explain its meaning and state its chief characteristics.

Unit-2

- Q4. What is planning? Explain the various steps in planning process.

Q5. What is decision making? How can improve the process of decision Making?

Unit-3

Q6. What do you mean by span of management? Discuss the factors which effect the span of management.

Q7. Discuss the concept, nature and significance of organizing.

Unit-4

Q8. Discuss the concept of managerial control and give the steps of the control process.

Q9. Write a note on:

- a) Total Quality Management
- b) Business Outsourcing

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