

Roll No.

Total No. of Pages : 02

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BBA (2012 & Onward Batches) (Sem.-1)
Bachelor In Service Industry Management (SIM) (2014 & Onwards)
BRDM (2014 & Onwards)

PRINCIPLES OF MANAGEMENT

Subject Code : BBA-101

Paper ID : [C1121]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-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

1. Write briefly :

- (a) Define Management.
- (b) Process of Communication.
- (c) Explain Management by Objectives.
- (d) Difference between Selection and Recruitment.
- (e) Difference between Formal and Informal Organizations.
- (f) What is Social Responsibility?
- (g) Types of Departmentation.
- (h) What are the objectives of Control?
- (i) Downward and Upward Communication.
- (j) What is Delegation of Authority?

SECTION-B

UNIT-I

2. “*Management is an art of getting things done through others.*” Comment on this statement in the light of importance of Management.
3. Who is a Manager? Explain fully the role of Manager in an Organization.

UNIT-II

4. What is MBO? Discuss the process of MBO.
5. What are the different types of plans prepared in Business Organization? Describe various steps involved in planning.

UNIT-III

6. Outline the steps involved in the recruitment and selection of employees giving suitable examples.
7. Why delegation of Authority is necessary? ‘*Authority is of no use without responsibility and accountability*’. Explain.

UNIT-IV

8. What are the various control techniques commonly used in Business Organisations?
9. Explain the term Business. What are its components?