



End Term (Odd) Semester Examination November 2025

Roll no.....

Name of the Course and semester: BBA I

Name of the Paper: PRINCIPLES & PRACTICES OF MANAGEMENT

Paper Code: BBA 101

Time: 3 hour

Maximum Marks: 100

Note:

- (i) All the questions are compulsory.
- (ii) Answer any two sub-questions from a, b and c in each main question.
- (iii) Total marks for each question is 20 (twenty).
- (iv) Each sub-question carries 10 marks.

Q1.

(2X10=20 Marks)

- a. Define management. Explain the nature and significance of management in achieving organisational goals. (CO2)
- b. What are the 14 principles of management given by Henri Fayol? Explain any three with examples. (CO2)
- c. Discuss the contribution of the Classical and Behavioral schools of management thought in shaping modern management practices. (CO2)

Q2.

(2X10=20 Marks)

- a. Explain the trait theory and behavioural theory of leadership. Which one is more relevant in modern organisations and why? (CO3)
- b. What is organisational structure? Explain the functional, divisional, and matrix structures with suitable examples. (CO2)
- c. Define decision-making. Explain the types of decisions managers make at different levels of management. (CO1)

Q3.

(2X10=20 Marks)

- a. What is leadership? Evaluate the concept of a Level-5 Leader. In what ways do humility and professional will contribute to effective leadership? (CO3)
- b. Explain Maslow's hierarchy of needs theory and McGregor's Theory X and Theory Y. How do these help managers in motivating employees? (CO2)
- c. Explain the Hawthorne Effect and discuss its implications for modern employee motivation and organizational communication. (CO2)

Q4.

(2X10=20 Marks)

- a. Differentiate between strategic, tactical, and operational plans. How do these levels of planning complement one another in achieving organisational objectives? (CO4)
- b. What is centralisation and decentralisation? Discuss their advantages and disadvantages with examples. (CO2)
- c. Explain Management by Objectives (MBO) and Management by Exception (MBE) with their relevance in modern organisations. (CO2)

Q5.

(2X10=20 Marks)

- a. Explain how Corporate Social Responsibility (CSR) and sustainable management practices can be leveraged as competitive advantages in a globalized business environment. (CO2)
- b. Discuss the steps involved in strategic management, highlighting the role of SWOT analysis in strategic formulation. (CO2)
- c. Explain the process of strategic management and discuss how it helps an organization achieve long-term objectives. (CO2)